

Adults' Media Use and Attitudes Report 2020/21

Produced by: Critical Research

Fieldwork: October 2020 to January 2021

Introduction

- **Research history**
 - Prior to 2020, annual survey conducted in the Autumn every year
 - Consisting of face-to-face in-home interviews administered by an interviewer
- **Changes to 2020 survey**
 - Move to **online methodology and a postal survey**
 - Fieldwork dates and sample sizes
 - 6th October 2020 to 23rd January 2021
 - 3015 interviews in total – of which 239 completed a paper questionnaire (returned by post)
 - Removal of some questions from the 2019 survey to adapt to the revised methodology
 - Please note that while fieldwork extended into the first few weeks of January 2021 – the data is referred to as 2020 throughout
- **Impact on trend data**
 - 2020 saw a move from an interviewer-administered approach conducted in-home to a self-completion survey
 - We might expect some differences due to this change in method
 - Fieldwork conducted during the pandemic – we might expect differences in usage, behaviour and attitudes as a result
 - Fieldwork was conducted during a period that encompassed the 2nd and 3rd lockdowns and when tier restrictions were in place
 - Data in this chart pack is shown for 2018 and 2019 but no comparison is made to this trend data
 - As mentioned above, variations in data may be a permanent shift and part of a trend that continues over time; they may be changes that are not reflected in future waves when lockdowns are not in place; or they may be changes that are due to changes in data collection methods
- **Significance testing**

Where shown, significant differences are at the 99% level of certainty

Sections covered

Digital media use

Gaming

Content consumption

Attitudes towards
online content

Critical thinking

Reviews and ratings

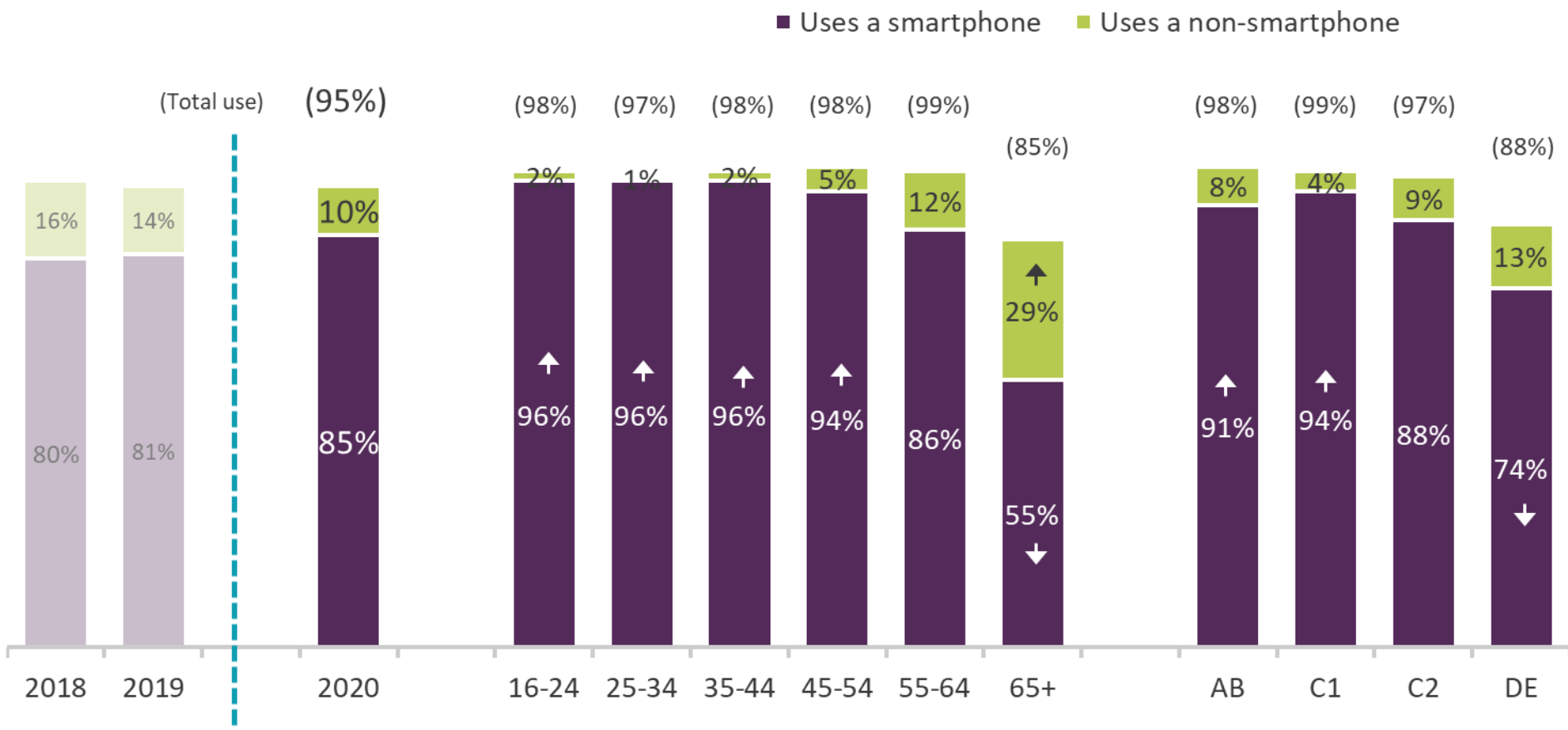
Narrow internet
users

Analysis of differences
by socio-economic
group among adults of
working age
(aged 16-64)

Digital media use

More than four in five adults use a smartphone. Although a majority of those aged 65+ use one, this is lower than average.

Mobile phone use, by age and socio economic group: 2018-2020



Source: Ofcom Adult Media Literacy Tracker 2020

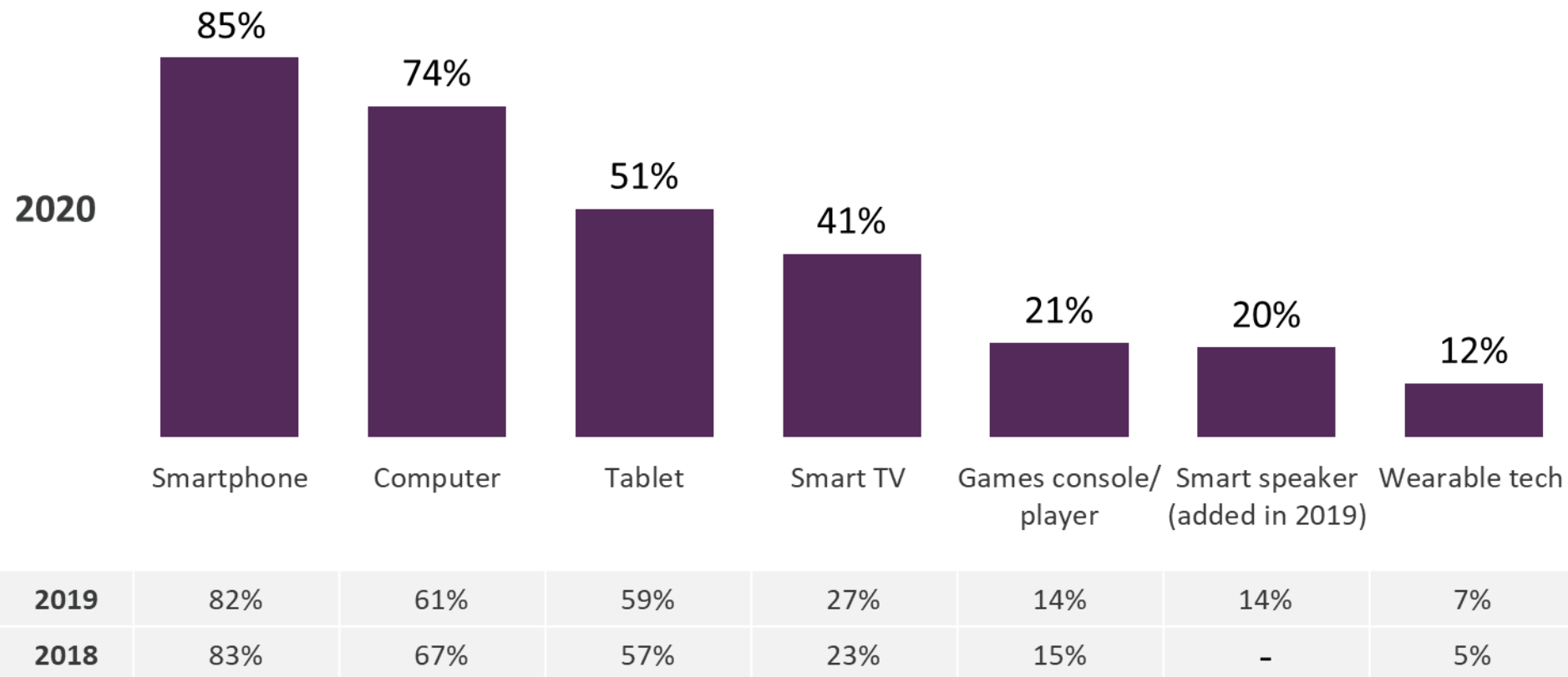
A3. Do you personally use a mobile phone? (single coded)/ A4. Is this a smartphone? (single coded)

Base: All adults aged 16+, including those responding by post that gave a response (3008 aged 16+, 403 aged 16-24, 444 aged 25-34, 518 aged 35-44, 446 aged 45-54, 448 aged 55-64, 727 aged 65+, 824 AB, 823 C1, 524 C2, 760 DE)

Arrows show significant differences (99% level) for smartphone use in 2020, by age compared or SEG to all adults

Smartphone is the device most likely used to go online, while three in four use a computer and half use a tablet to go online.

Devices used to go online, among those who go online : 2018-2020



Source: Ofcom Adult Media Literacy Tracker 2020

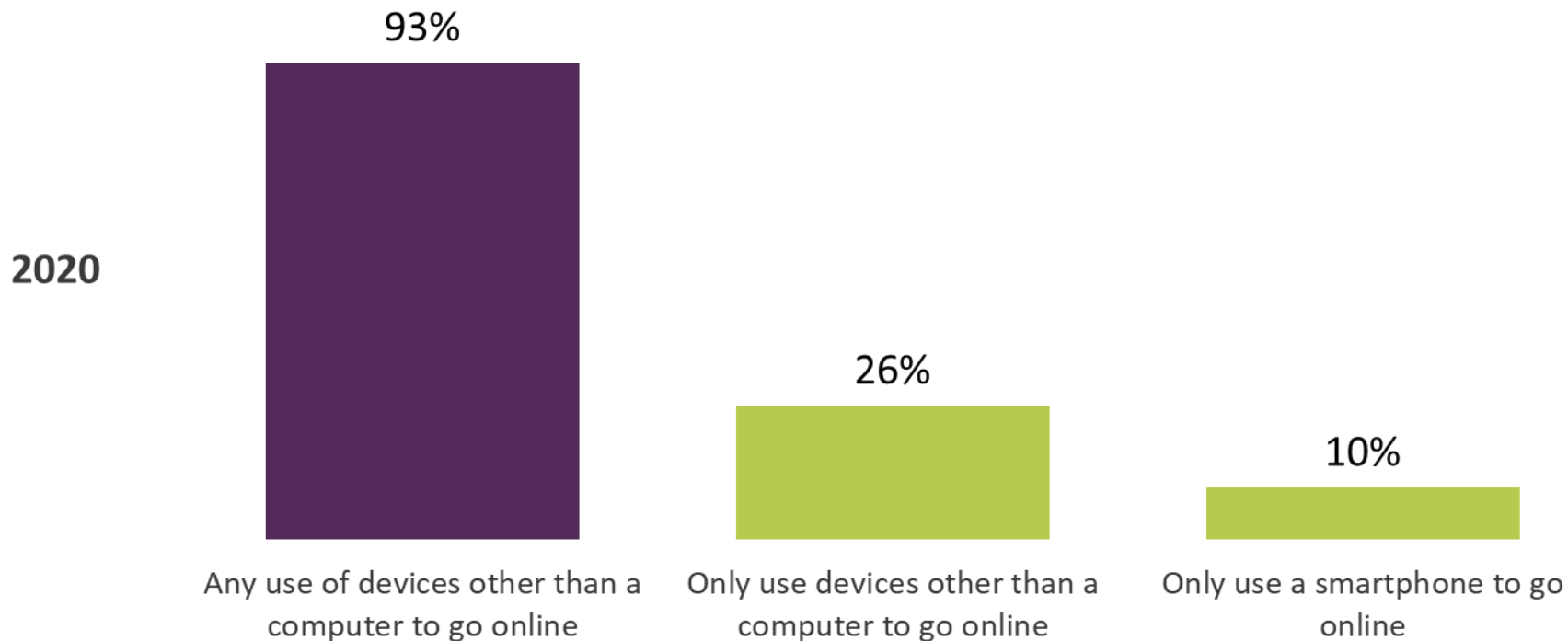
IN2A. Do you go online using any of these devices? (multi-coded)

Base: All adults aged 16+ who go online, excluding those responding by post – 2776 in 2020.

7

One quarter of internet users only use devices other than a computer to go online – with one in ten overall only using a smartphone.

Use of devices other than a computer to go online (among those who go online): 2018-2020



2019	93%	39%	12%
2018	91%	33%	12%

Source: Ofcom Adult Media Literacy Tracker 2020

IN2A. Do you go online using any of these devices? (multi-coded)

Base: All adults aged 16+ who go online, excluding those responding by post – 2776 in 2020.

In 2020, those aged 65 and over are more likely than average to use a computer to go online and are less likely to use other devices.

Devices used to go online, by age of user: 2020

	All internet users	16-24	25-34	35-44	45-54	55-64	65+
Smartphone	85%	87%	91%	93%	92%	85%	59%
Computer	74%	68%	66%	71%	78%	77%	87%
Tablet	51%	37%	48%	56%	55%	54%	56%
Smart TV	41%	42%	46%	50%	43%	34%	26%
Games console/ player	21%	43%	30%	26%	17%	5%	1%
Smart Speaker	20%	23%	22%	24%	25%	16%	11%
Wearable tech	12%	12%	17%	16%	13%	8%	4%
Only use devices other than a computer to go online	26%	32%	34%	29%	22%	23%	13%
Only uses a smartphone to go online	10%	12%	15%	13%	8%	8%	2%

Source: Ofcom Adult Media Literacy Tracker 2020

IN2A. Do you go online using any of these devices? (multi-coded)

Base: All adults aged 16+ who go online, excluding those responding by post (2776 aged 16+, 396 aged 16-24, 435 aged 25-34, 505 aged 35-44, 418 aged 45-54, 402 aged 55-64, 620 aged 65+)

Coloured boxes show differences (99% level) in 2020 by age compared to all internet users

Close to one in five adults in DE households who go online only do so using a mobile phone – nearly twice the average.

Devices used to go online, by socio-economic group and gender of user: 2020

	All internet users	AB	C1	C2	DE	Male	Female
Smartphone	85%	85%	89%	88%	79%	85%	86%
Computer	74%	83%	81%	69%	58%	79%	70%
Tablet	51%	59%	50%	48%	45%	52%	50%
Smart TV	41%	48%	43%	42%	29%	45%	37%
Games console/ player	21%	22%	23%	22%	15%	28%	15%
Smart Speaker	20%	23%	23%	20%	14%	22%	19%
Wearable tech	12%	14%	14%	12%	7%	13%	11%
Only use devices other than a computer to go online	26%	17%	19%	31%	42%	21%	30%
Only uses a smartphone to go online	10%	4%	8%	12%	18%	7%	13%

Source: Ofcom Adult Media Literacy Tracker 2020

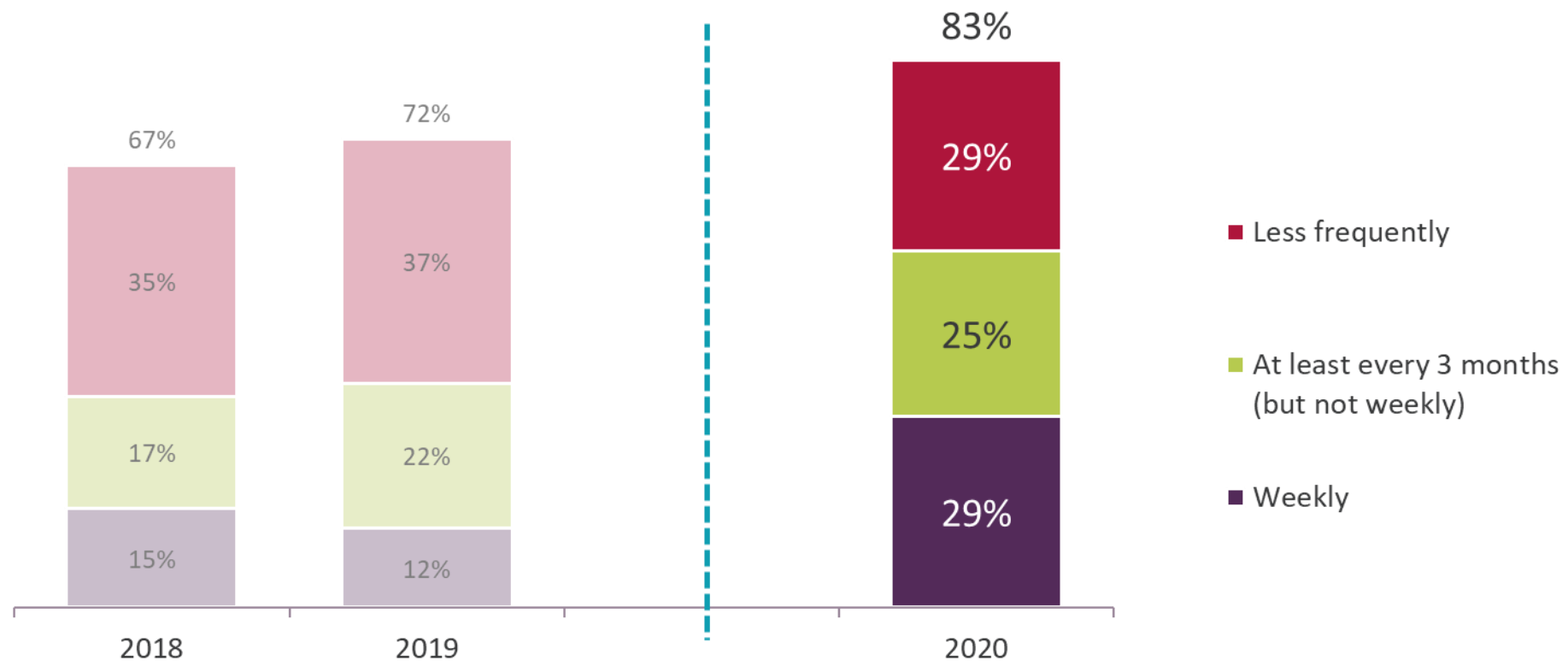
IN2A. Do you go online using any of these devices? (multi-coded)

Base: All adults aged 16+ who go online (2776 aged 16+, 801 AB, 796 C1, 493 C2, 649 DE, 1394 men, 1350 women)

Coloured boxes show differences (99% level) in 2020 by SEG compared to all internet users and between men and women

More than four in five smartphone users use their phone to complete a form or application – with three in ten doing this weekly.

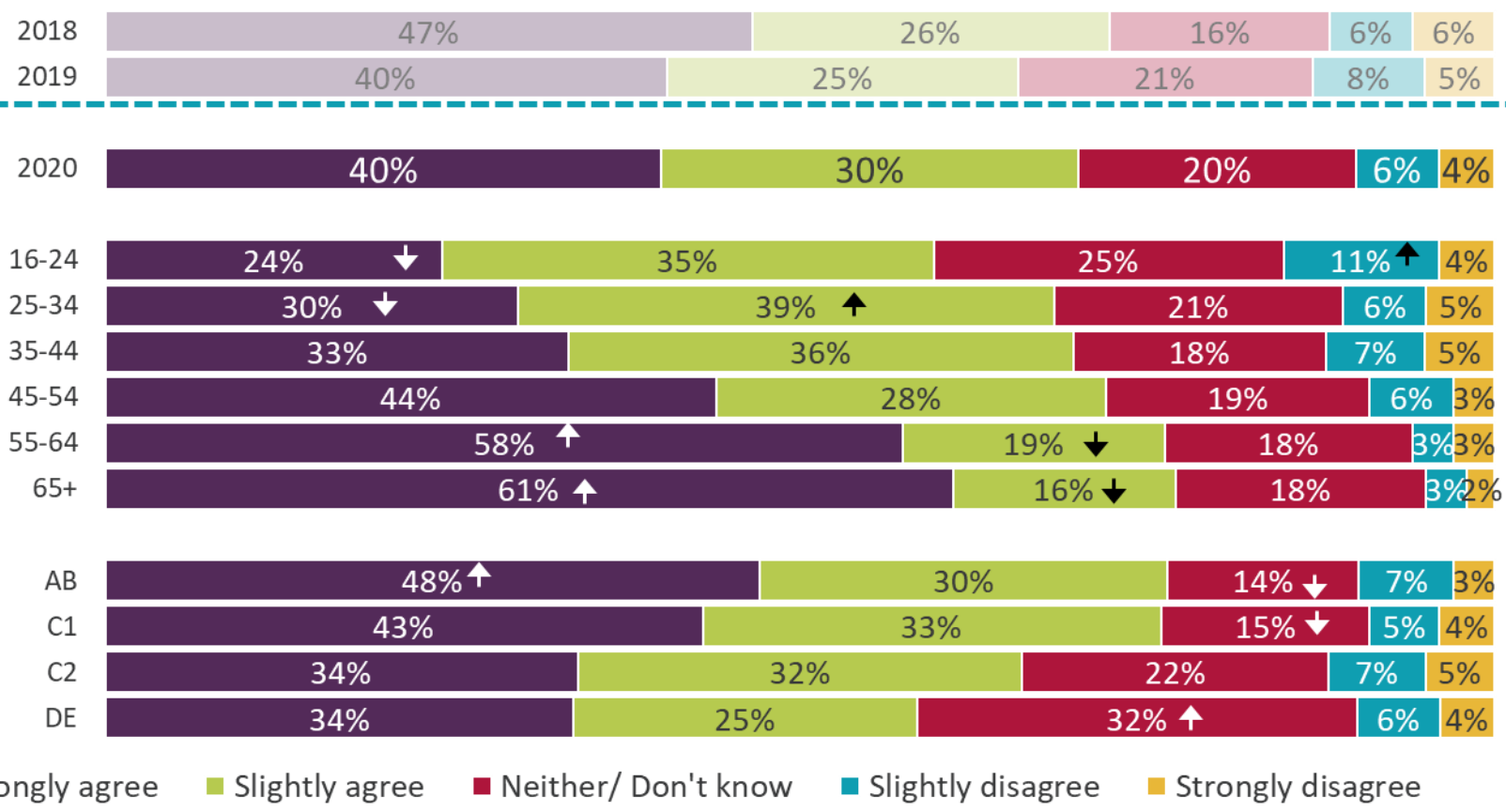
Use of a smartphone for completing a form or application: 2018-2020



Source: Ofcom Adult Media Literacy Tracker 2020
M7. How often do you complete a form or an application for something on your mobile phone? (single coded)
Base: All adults aged 16+ who use a smartphone including those responding by post (2678 in 2020)

Smartphone users aged 16-24 are less likely than average to agree that completing forms or working on documents is more difficult on a smartphone.

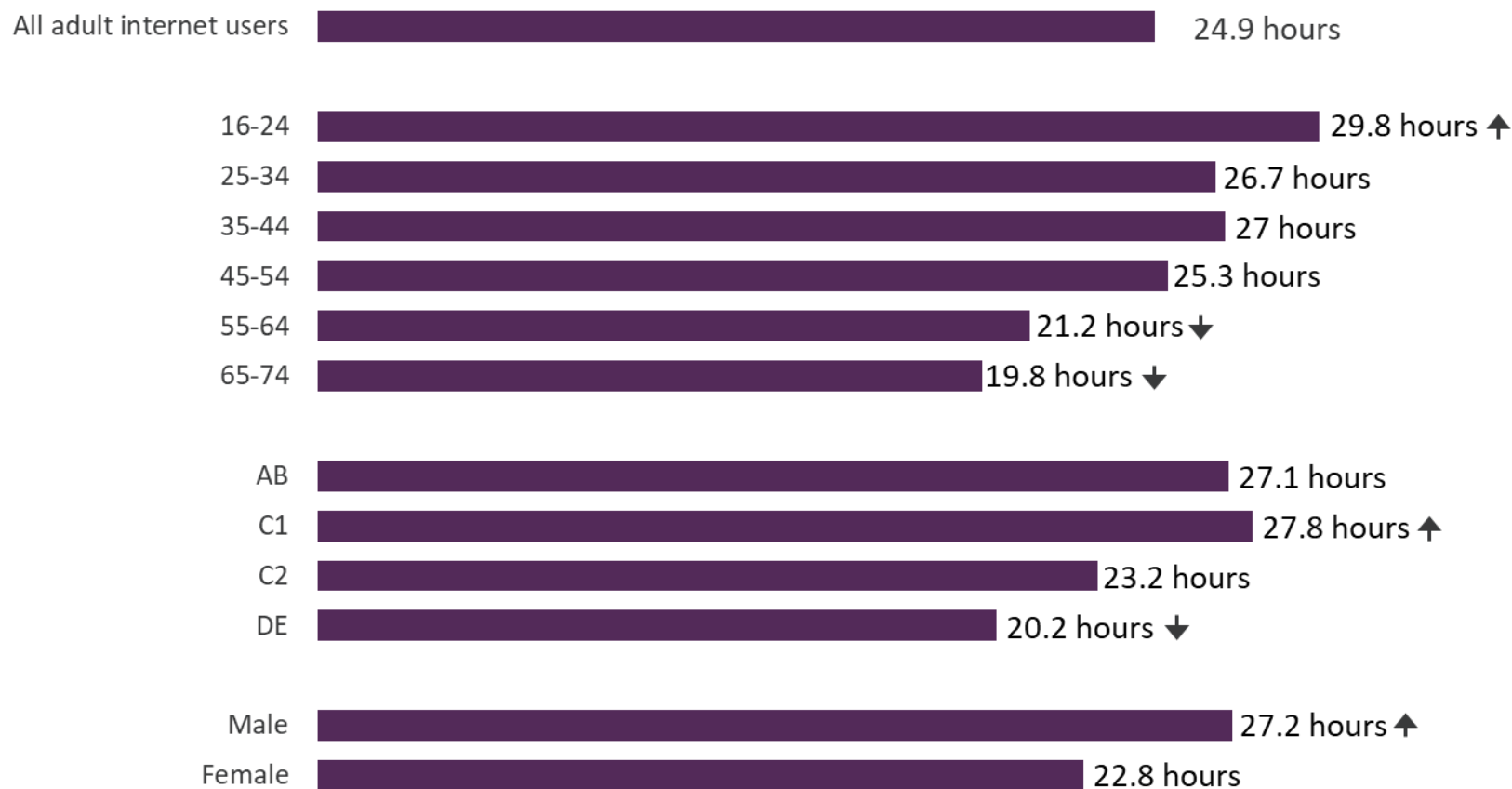
Agreement with statement: “Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop”, by age and socio-economic group; and by year: 2018-2020



Source: Ofcom Adult Media Literacy Tracker 2020
 M6. To what extent to which you agree or disagree with the following statement (single coded)
 Base: All adults aged 16+ who use a smartphone (including those responding by post) (2678 aged 16+, 388 aged 16-24, 425 aged 25-34, 499 aged 35-44, 424 aged 45-54, 408 aged 55-64, 521 aged 65+, 748 AB, 767 C1, 484 C2, 626 DE, 1330 male, 1317 female). Arrows show significant differences (99% level) by age / socio-economic group compared to all smartphone users

Internet users estimate they spend around one day a week online.

Time spent online per week, by age, socio-economic group and gender: 2020



Source: Ofcom Adult Media Literacy Tracker 2020

IN5. How many hours in a typical week would you say you spend online - this could be at home, your workplace or place of education, on the move when you are commuting, travelling or out and about, more generally (single coded)

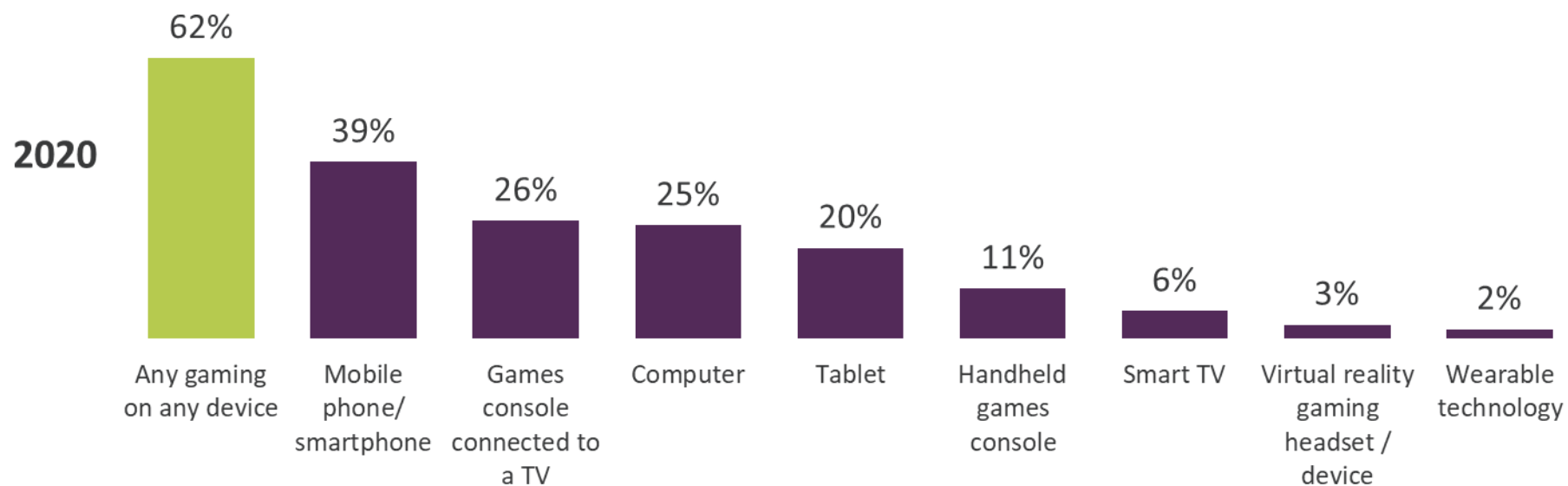
Base: All adults aged 16+ who go online, including those responding by post that gave a response (2956 varies by demography)

Arrows show significant differences (99% level) by age/ socio-economic group compared to all internet users and men compared to women

Gaming

In 2020, three in five adults play games on any type of device.

Devices used for gaming at home or elsewhere: 2018-2020



2019	39%	23%	16%	10%	10%	6%	2%	1%	0%
2018	38%	22%	17%	12%	11%	6%	2%	1%	1%

Source: Ofcom Adult Media Literacy Tracker 2020

G1. Do you ever play games at home or elsewhere in any of these ways? (multi-coded)

Base: All adults aged 16+ , including those responding by post that gave a response (3013 in 2020)

Most 16-54s play games and 16-24s are more likely than average to play games on seven of the nine devices they were asked about.

Devices used for gaming by age: 2020

	All adults	16-24	25-34	35-44	45-54	55-64	65+
Any gaming on any device	62%	92%	82%	76%	62%	43%	30%
Mobile phone/ smartphone	39%	58%	51%	51%	45%	26%	12%
Games console connected to a TV	26%	49%	44%	37%	26%	10%	3%
Computer (Desktop / laptop/ netbook)	25%	38%	29%	29%	21%	19%	18%
Tablet	20%	23%	20%	23%	26%	18%	14%
Handheld games console	11%	25%	17%	18%	10%	3%	1%
Smart TV	6%	12%	10%	8%	4%	2%	1%
VR gaming headset/ device	3%	7%	3%	4%	3%	1%	0%
Wearable technology	2%	4%	3%	3%	1%	1%	0%

Source: Ofcom Adult Media Literacy Tracker 2020

G1. Do you ever play games at home or elsewhere in any of these ways? (multi-coded)

Base: All adults aged 16+ including those responding by post that gave a response (3013 aged 16+, 403 aged 16-24, 444 aged 25-34, 519 aged 35-44, 446 aged 45-54, 448 aged 55-64, 730 aged 65+)

Coloured boxes show differences (99% level) in 2020 by age compared to all adults

In 2020, adults in DE households are less likely than average to play games on devices, particularly through consoles or computers.

Devices used for gaming, by socio-economic group and gender: 2020

	All adults	AB	C1	C2	DE	Male	Female
Any gaming on any device	62%	65%	74%	64%	50%	61%	63%
Mobile phone/ smartphone	39%	38%	47%	41%	32%	35%	43%
Games console connected to a TV	26%	29%	33%	28%	19%	32%	21%
Computer (Desktop / laptop/ netbook)	25%	28%	31%	22%	17%	29%	21%
Tablet	20%	25%	23%	19%	16%	18%	22%
Handheld games console	11%	12%	16%	10%	8%	12%	11%
Smart TV	6%	7%	6%	6%	4%	7%	5%
VR gaming headset/ device	3%	4%	4%	2%	2%	3%	2%
Wearable technology	2%	2%	2%	0%	2%	2%	2%

Source: Ofcom Adult Media Literacy Tracker 2020

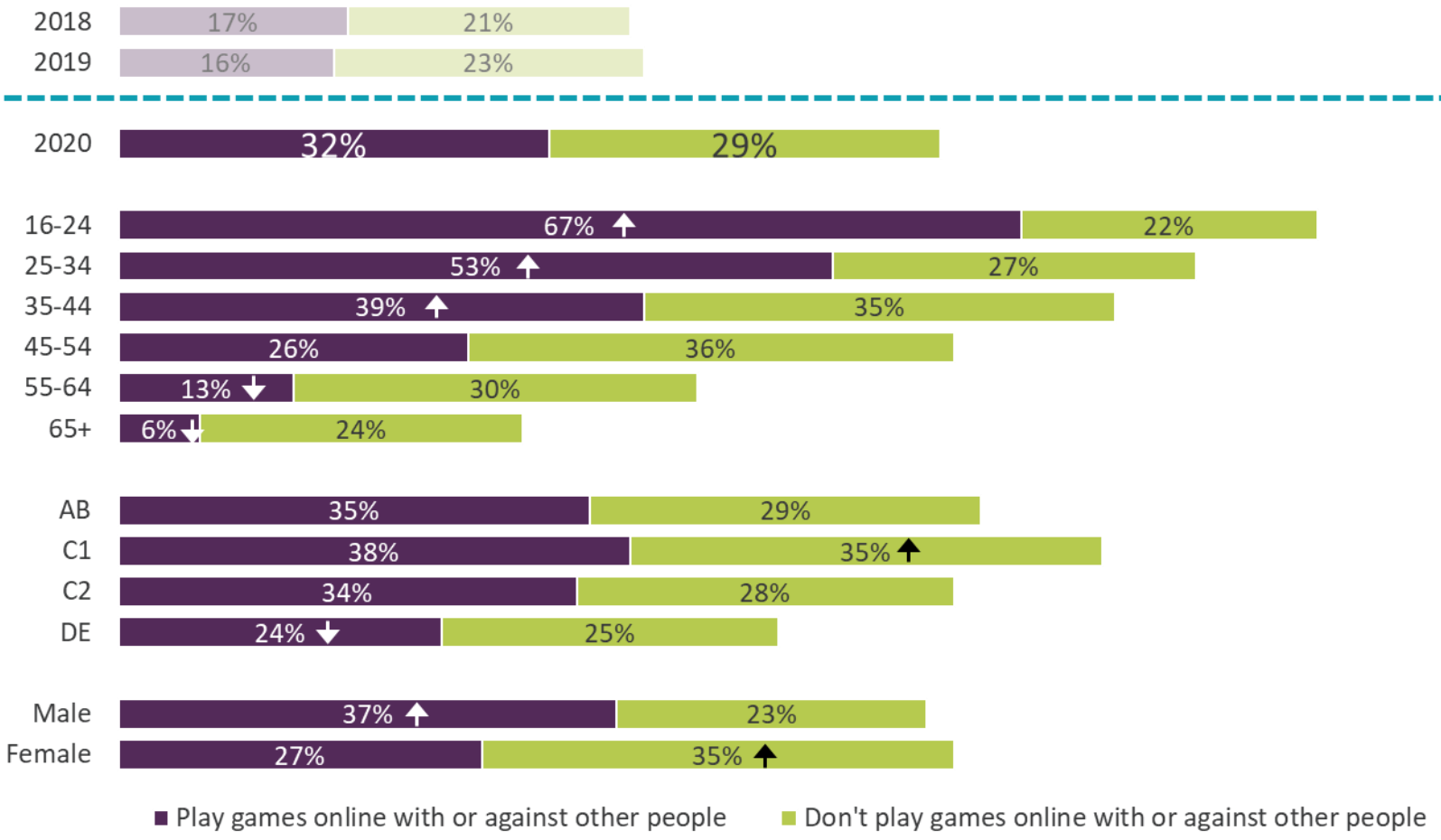
G1. Do you ever play games at home or elsewhere in any of these ways? (multi-coded)

Base: All adults aged 16+ , including those responding by post that gave a response (3013 aged 16+, 824 AB, 823 C1, 525 C2, 760 DE, 1507 male, 1467 female)

Coloured boxes show differences (99% level) in 2020 by socio-economic group compared to all adults and men compared to women

In 2020, one-third of adults say they play games online with or against other people and this is higher than average among 16-44s.

Playing games online with or against other people, by age, socio-economic group and gender; and by year: 2018-2020



Source: Ofcom Adult Media Literacy Tracker 2020

G3. Many games can be played online. Do you ever play games online with or against other people? (single coded)

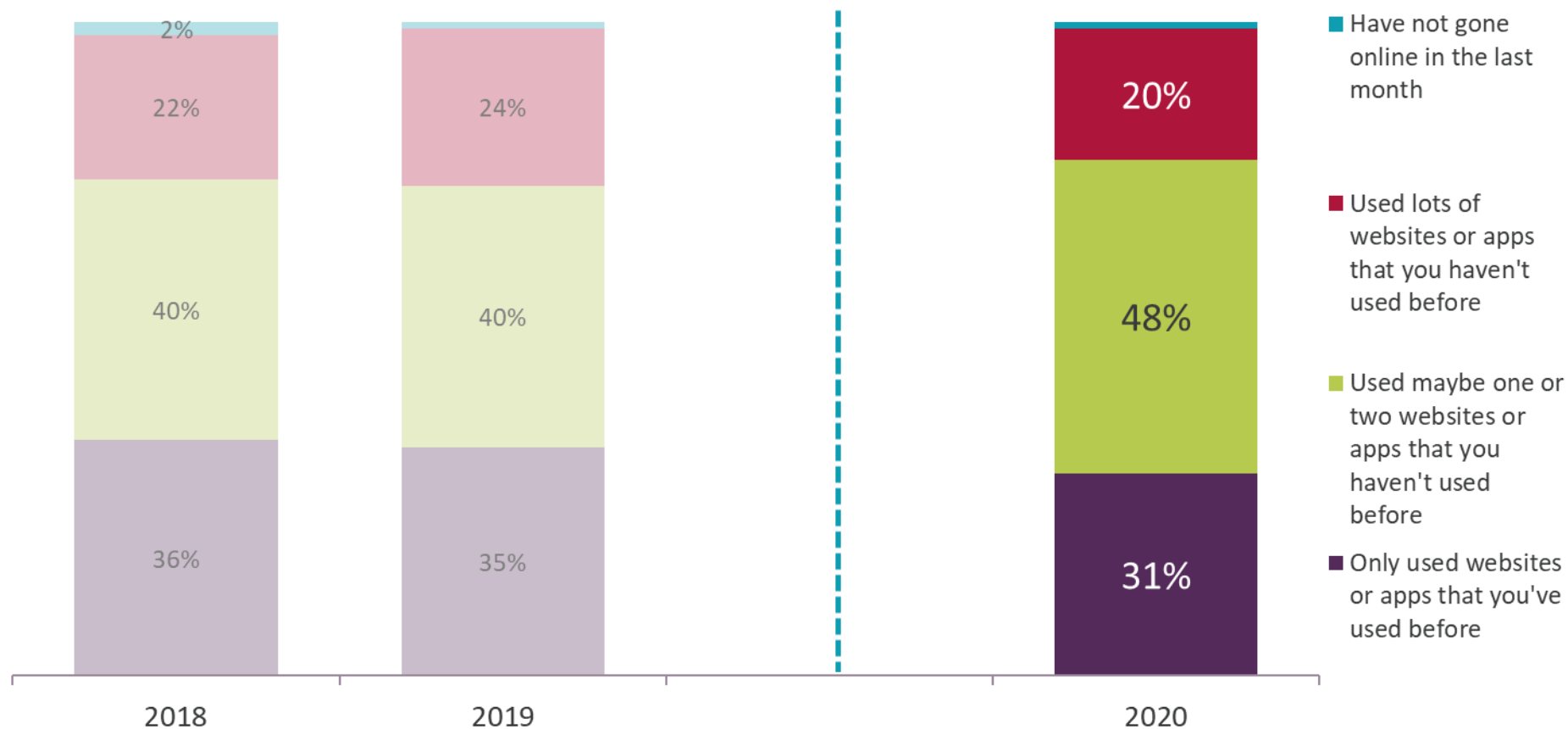
Base: All adults aged 16+ , including those responding by post that gave a response (3010, varies by demographic)

Arrows show significant differences (99% level) by age/ socio-economic group compared to all adults and men compared to women

Content consumption

In the past month, three in ten internet users have tended to stick with tried and tested sites.

Use of websites or apps in the last month, not used before: 2018-2020



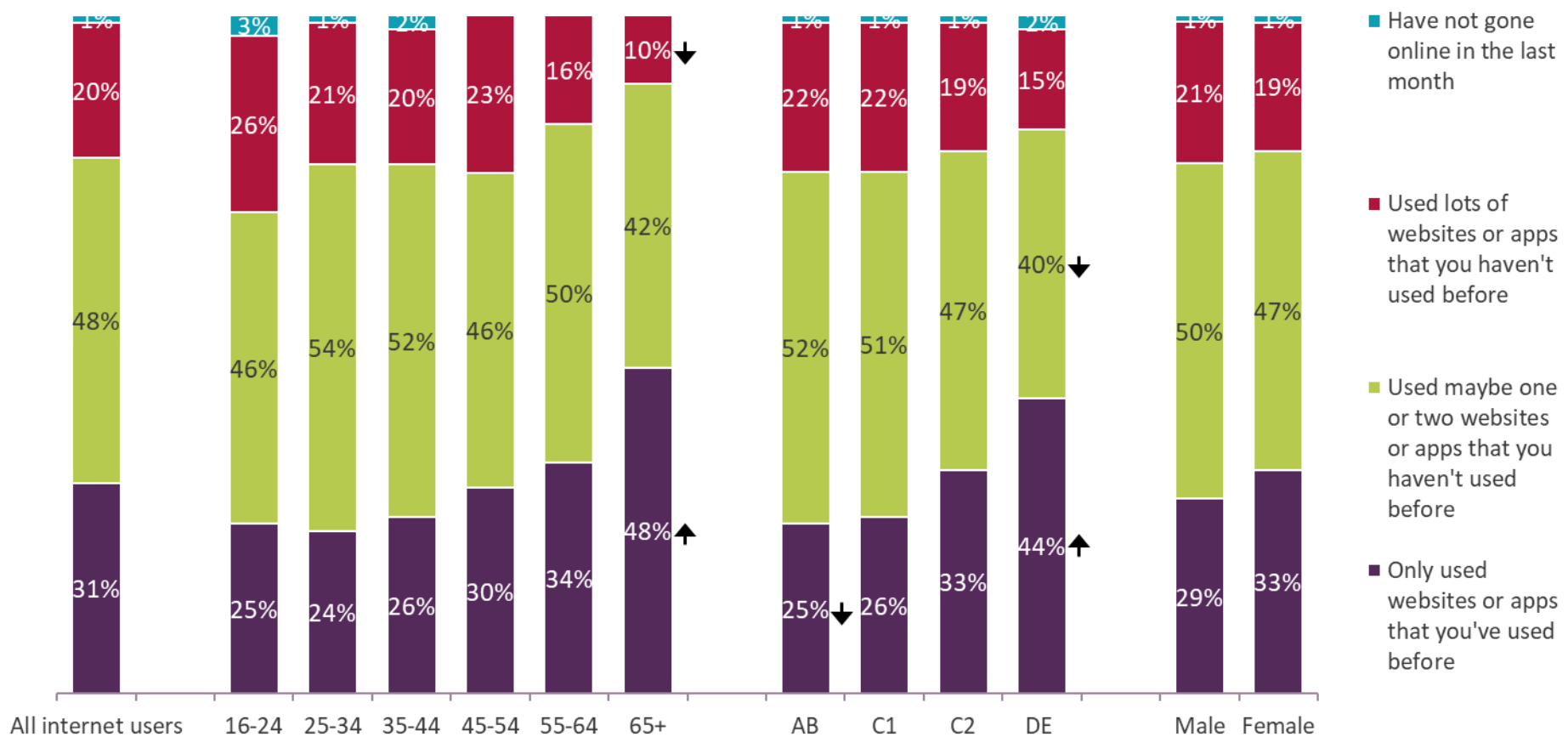
Source: Ofcom Adult Media Literacy Tracker 2020

IN12. In the last month, when you have gone online, have you..... (single coded).

Base: All adults aged 16+ who go online, excluding those responding by post (2713 in 2020) - excludes 'don't know' responses)

Close to half of internet users aged 65 and over say they have only used websites or apps they've used before; higher than average.

Use of websites or apps in the last month, not used before, by age, socio-economic group and gender: 2020



Source: Ofcom Adult Media Literacy Tracker 2020
 IN12. In the last month, when you have gone online, have you (single coded)
 Base: All adults aged 16+ who go online, excluding those responding by post (2713 in 2020, varies by demographic) excludes 'don't know' responses
 Arrows show significant differences (99% level) for age / socio-economic group compared to all internet users and men compared to women

More than four in five internet users have ever been online for each of the following five categories of use.

Activities ever undertaken online, by category: 2020

Category	Individual activities included in category
Communications	<ul style="list-style-type: none"> • Make voice or video calls using a VoIP service e.g. via FaceTime, Skype, WhatsApp • Has a social media site profile • Uses chat or messaging apps
Email	<ul style="list-style-type: none"> • Send/ receive e-mails
Government services	<ul style="list-style-type: none"> • Pay online for council tax or for another local council service (parking ticket, congestion charge etc.) • Complete a tax return online (whether personal or for business) • Look online for public services information on government sites such as gov.uk/ ni.direct or HMRC • Complete Government processes online - such as update Universal Credit, renew a driving licence or passport etc.
Transactions	<ul style="list-style-type: none"> • Online shopping (purchasing goods/services/ tickets etc.)
Banking	<ul style="list-style-type: none"> • Online banking (e.g. transferring money between accounts, managing mortgage or other payments) • Pay bills or check bills online

Source: Ofcom Adult Media Literacy Tracker 2020

IN13. Which, if any, of these activities have you ever done online? (multi-coded)

Base: All adults aged 16+ who go online, including those responding by post that gave a response (2957)

Activities ever undertaken online, by category (continued): 2020

Category	Individual activities included in category
Information	<ul style="list-style-type: none"> • Look at job opportunities or apply for a job online • Find information for leisure time including cinema, live music, theatre, museums etc
Watch TV content	<ul style="list-style-type: none"> • Watching TV programmes/ films content online (e.g. Netflix, BBC iPlayer, or Sky Go)
Watch short video clips	<ul style="list-style-type: none"> • Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo, or Facebook)
News	<ul style="list-style-type: none"> • Access news websites or websites about politics or current affairs
Radio/ audio services	<ul style="list-style-type: none"> • Listening to live, catch-up or on-demand radio through a website or app • Using streamed audio services e.g. Spotify or Deezer or Apple Music
Civic	<ul style="list-style-type: none"> • Sign an online petition or used a campaigning website such as change.org
Playing games	<ul style="list-style-type: none"> • Playing games online

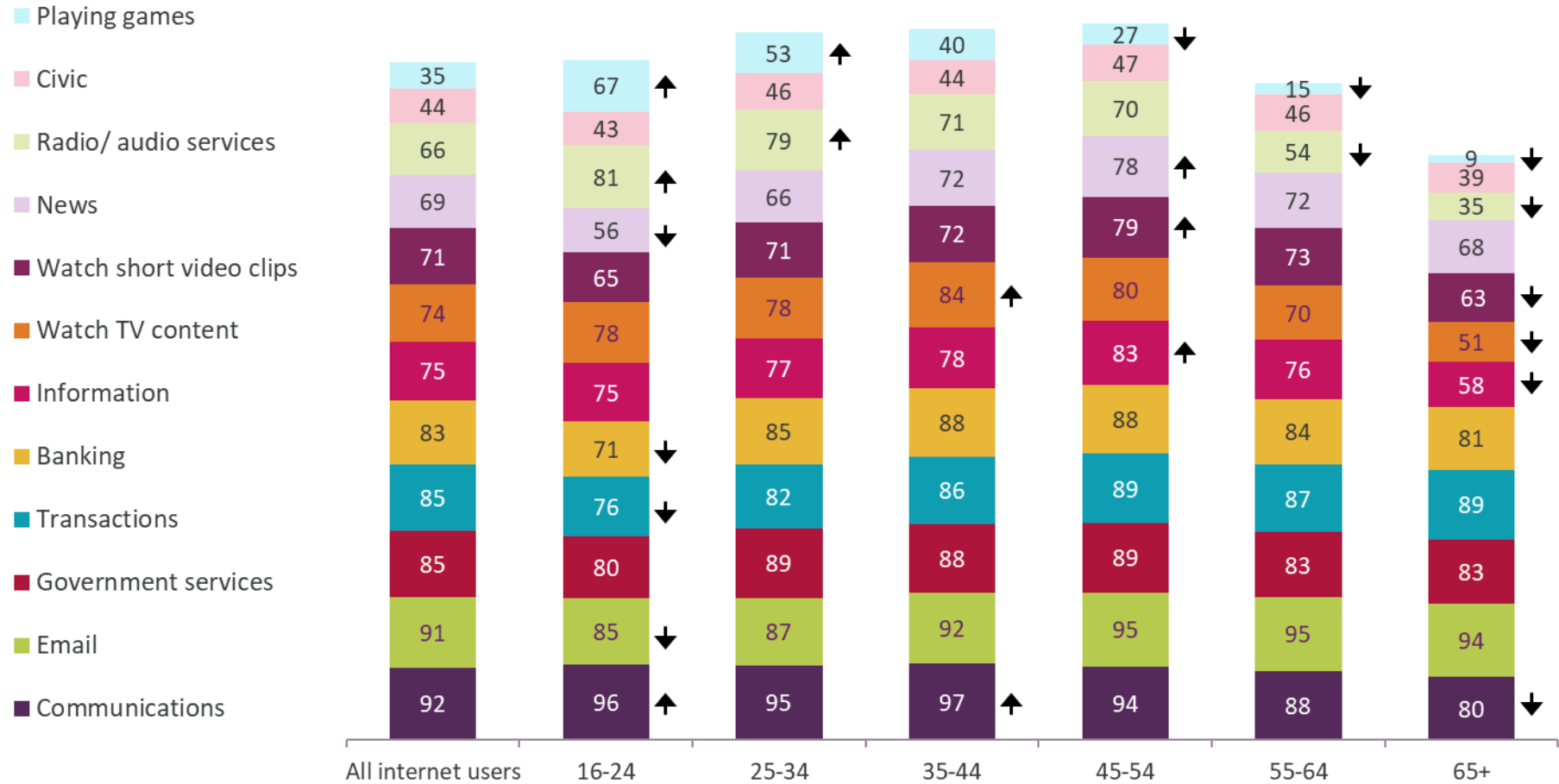
Source: Ofcom Adult Media Literacy Tracker 2020

IN13. Which, if any, of these activities have you ever done online? (multi-coded)

Base: All adults aged 16+ who go online, including those responding by post that gave a response (2957)

Ten of the twelve categories of use have ever been undertaken by most internet users, with use generally lower than average among those aged 55 and over.

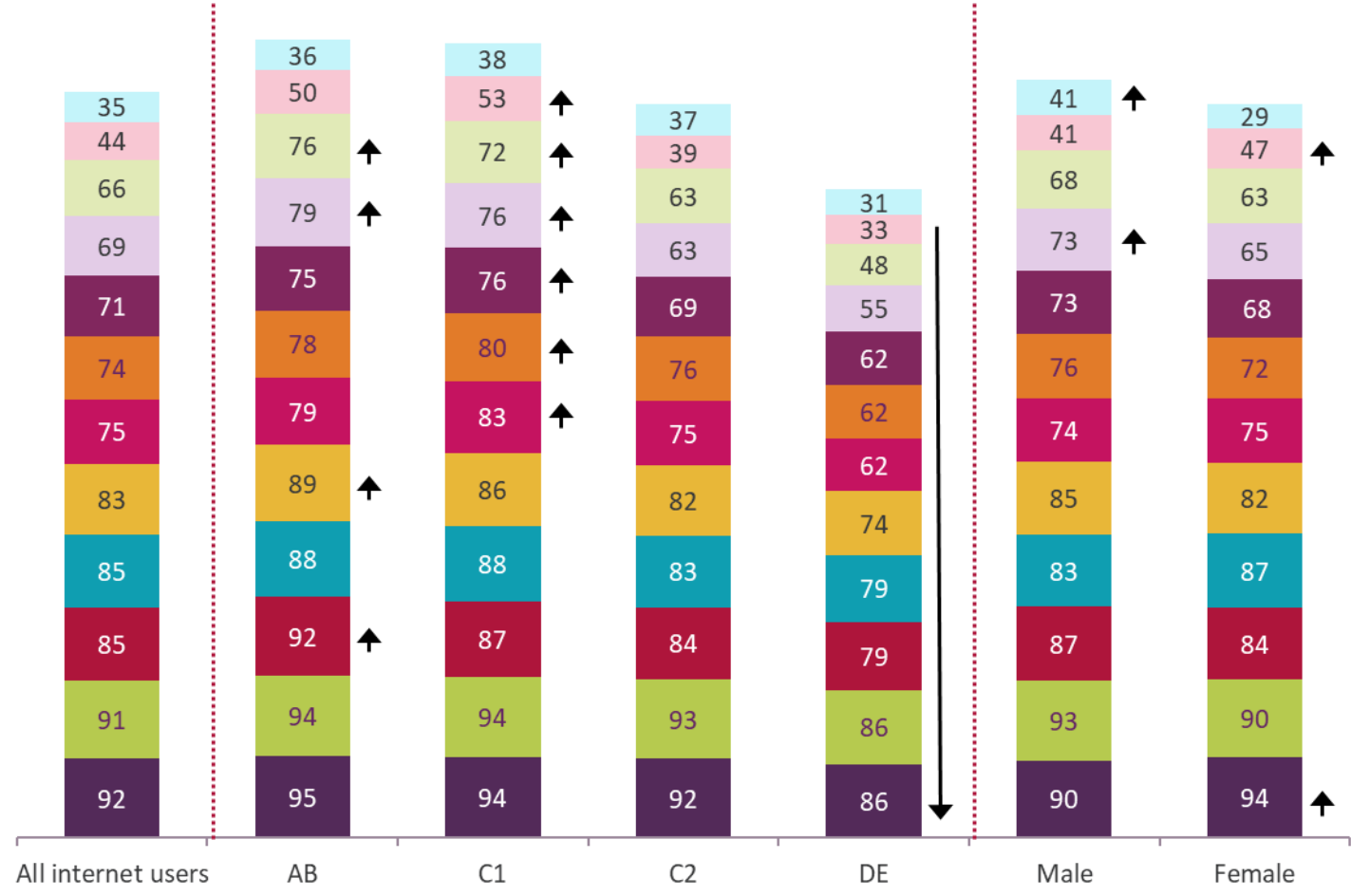
Activities ever undertaken online by age: 2020



Internet users in DE households are less likely to have ever undertaken 11 of the 12 categories of use online.

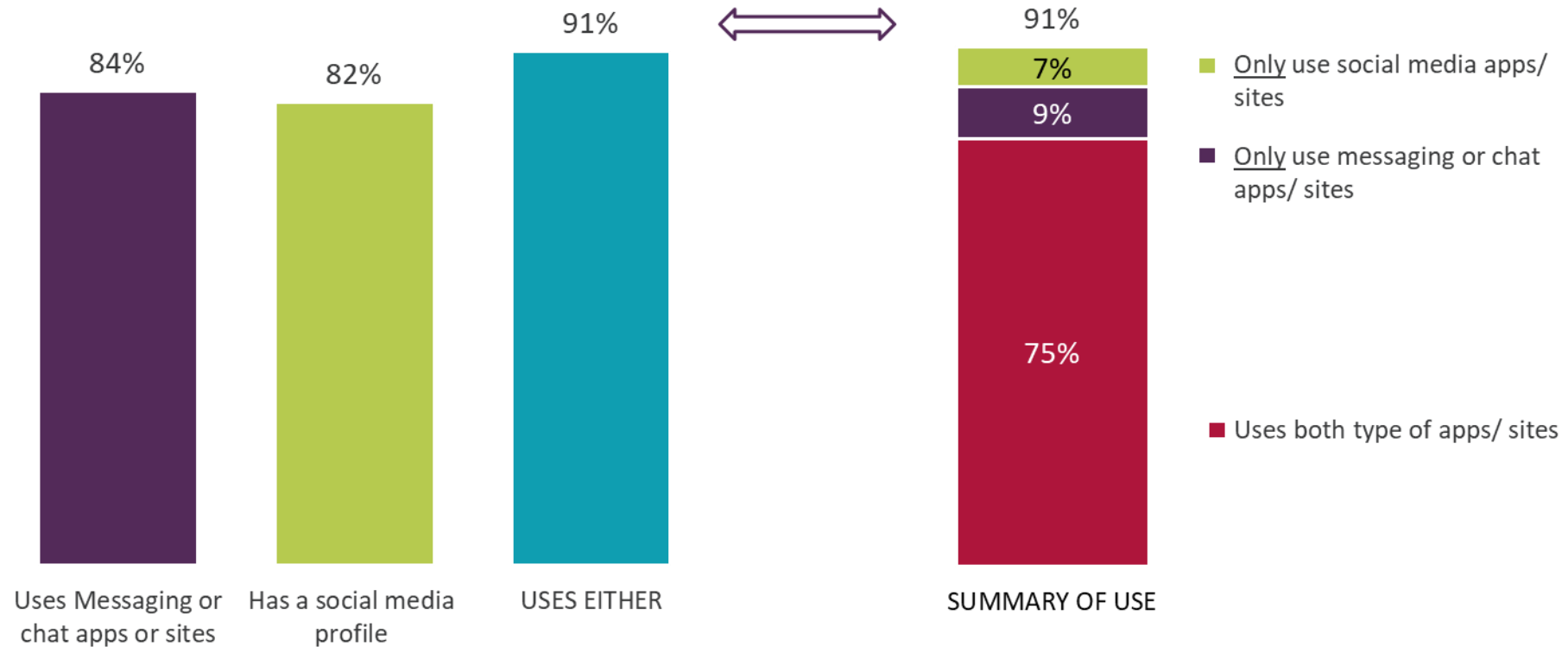
Activities ever undertaken online by socio-economic group and gender: 2020

- Playing games
- Civic
- Radio/ audio services
- News
- Watch short video clips
- Watch TV content
- Information
- Banking
- Transactions
- Government services
- Email
- Communications



Nine out of ten adults aged 16+ who go online either use chat or messaging sites or have a profile on social media, three quarters have both.

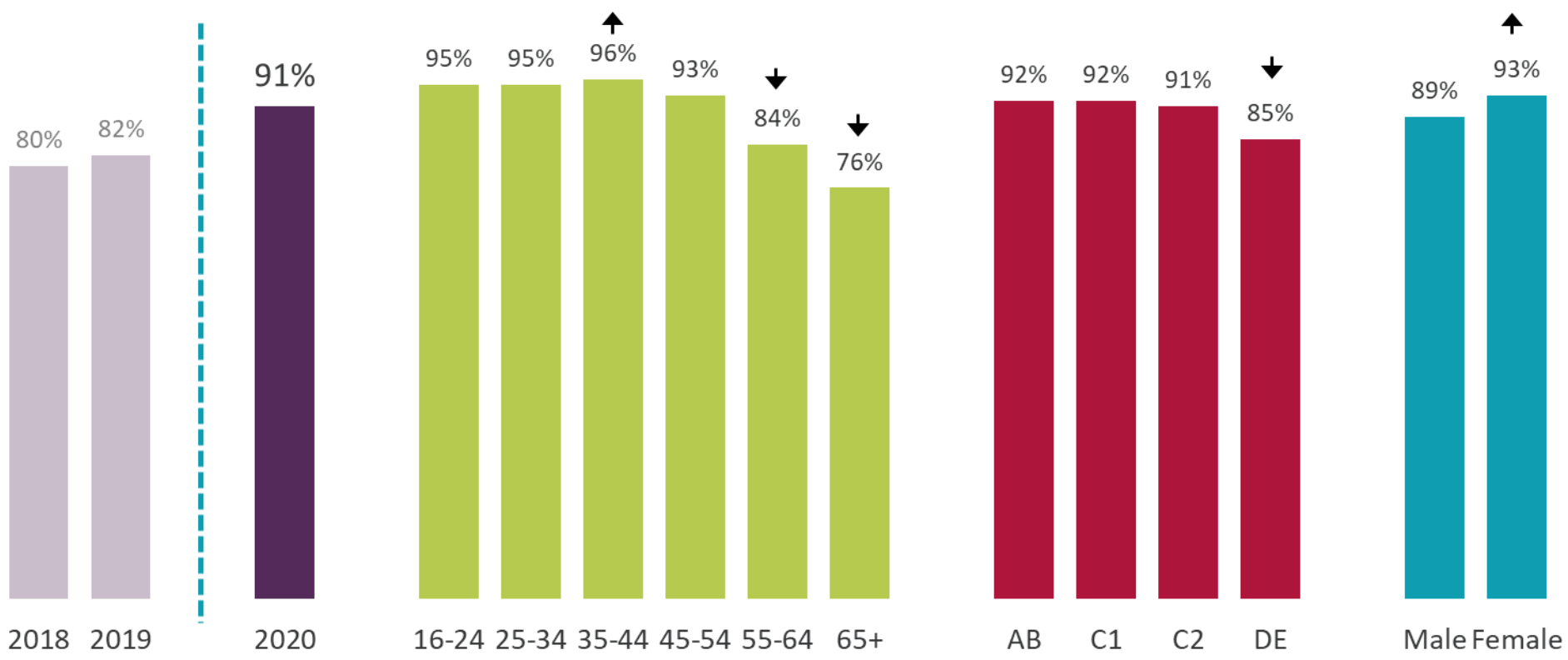
Summary of use of social media/ chat or messaging sites/ apps: 2020



Source: Ofcom Adult Media Literacy Tracker 2020
 IN21A. Do you have a social media profile or account on sites or apps like Facebook, Twitter, Instagram, Snapchat or YouTube? (single coded).
 IN21B. Do you ever use chat or messaging sites or apps like WhatsApp or Facebook Messenger? (single coded)
 Base : All aged 16+ who go online, excluding those responding by post (2776).

Nine in ten of all internet users have a social media profile/ account or use messaging apps; with this applying to three in four aged 65+.

Incidence of having a social media profile OR using messaging/ chat apps or sites among internet users, by age, SEG and gender: 2018-2020

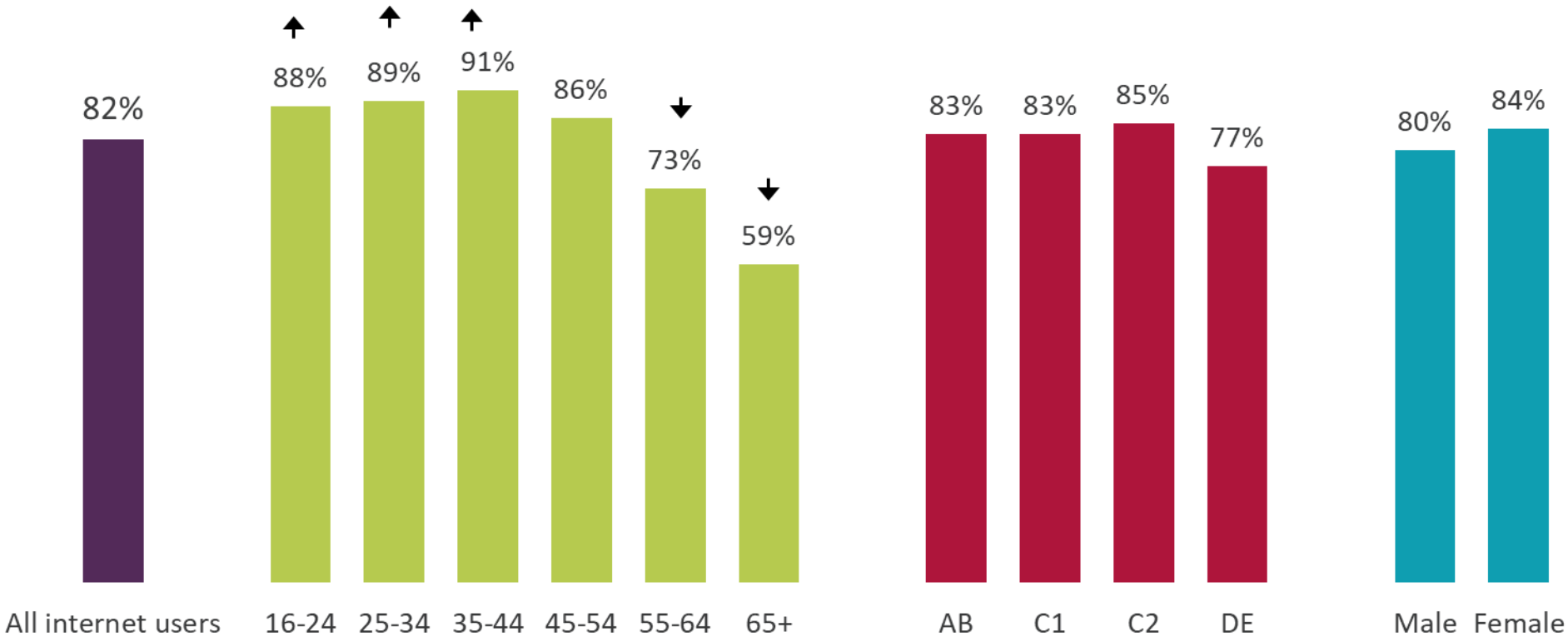


Source: Ofcom Adult Media Literacy Tracker 2020
 IN21A. Do you have a social media profile or account on sites or apps like Facebook, Twitter, Instagram, Snapchat or YouTube? (single coded) / IN21B. Do you ever use chat or messaging sites or apps like WhatsApp or Facebook Messenger? (single coded)
 Base: All adults aged 16+ who go online, excluding those responding by post (2776 aged 16+, 396 aged 16-24, 435 aged 25-34, 505 aged 35-44, 418 aged 45-54, 402 aged 55-64, 620 aged 65+ 801 AB, 796 C1, 493 C2, 649 DE, 1394 men, 1350 women). Arrows show significant differences (99% level) in 2020 by age or SEG compared to all internet users and between men and women.



Four in five internet users have a social media profile/ account. While most users aged 55 and over have a profile, this is lower than average.

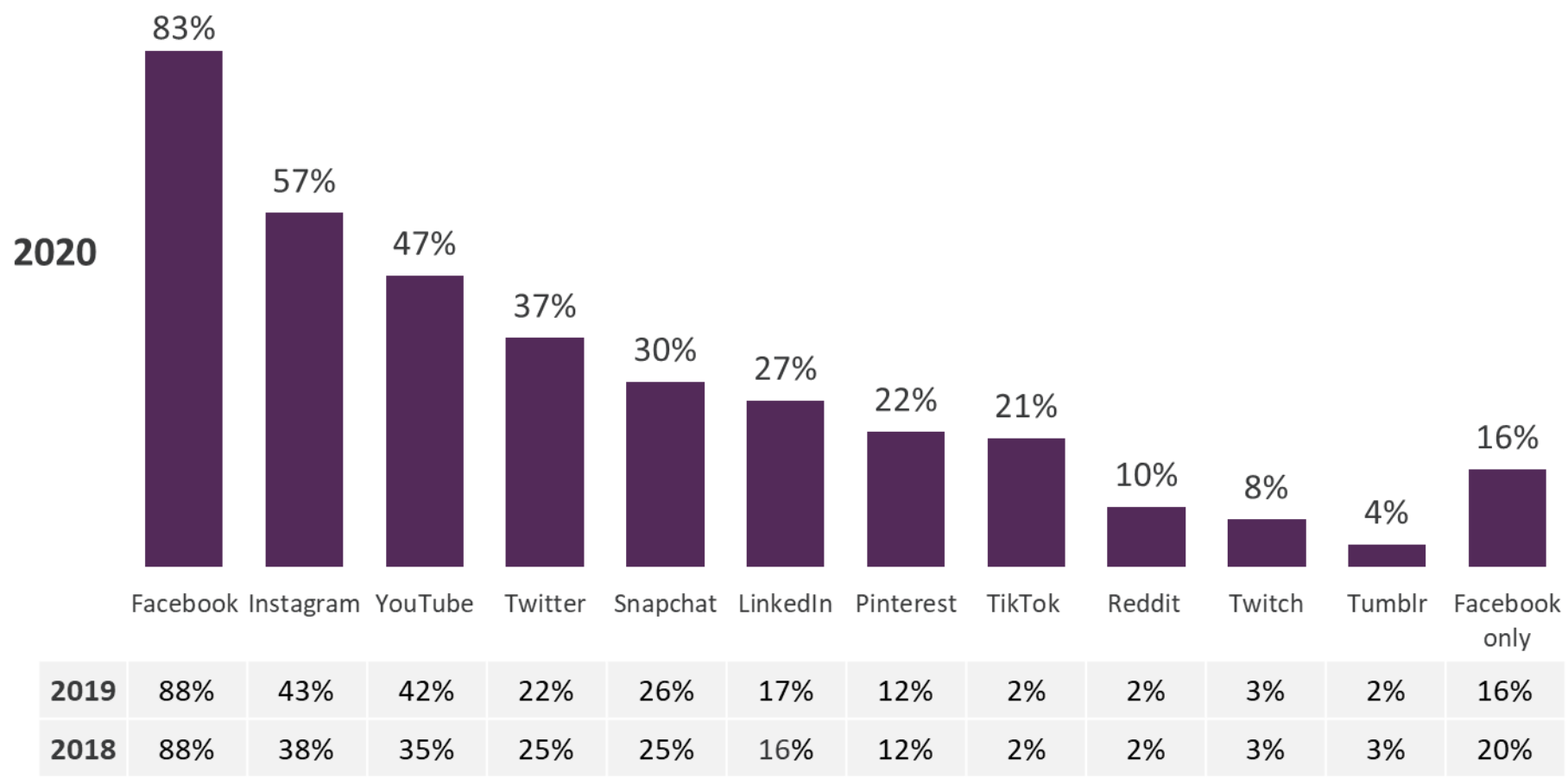
Incidence of having a social media profile among internet users, by age, SEG and gender: 2020



Source: Ofcom Adult Media Literacy Tracker 2020
 IN21A. Do you have a social media profile or account on sites or apps like Facebook, Twitter, Instagram, Snapchat or YouTube? ((single coded)
 Base: All adults aged 16+ who go online, excluding those responding by post (2776 aged 16+, 396 aged 16-24, 435 aged 25-34, 505 aged 35-44, 418 aged 45-54, 402 aged 55-64, 620 aged 65+ , 801 AB, 796 C1, 493 C2, 649 DE, 1394 men, 1350 women). Arrows show significant differences (99% level) in 2020 by age or SEG compared to all internet users and between men and women.

Facebook and Instagram are used by the majority of those who use social media sites or apps.

Use of social media sites or apps among users: 2018-2020



Source: Ofcom Adult Media Literacy Tracker 2020

IN22. You said you had a profile or account on a social media site or app. Which social media sites or apps do you have a profile or account on that you still use? (multi-coded) – showing responses of 10% or more of adults in 2020 aged 16+ who use social media sites or apps

Base: All who use social media sites or apps, excluding those responding by post (2231 in 2020)/ In 2019: All adults aged 16+ with a profile or account on a social media or messaging site/app

Among 16-24s, use of most social media sites is higher than average, apart from Facebook where it is lower.



Social media sites or apps used, by age: 2020

	All who use social media sites/ apps	16-24	25-34	35-44	45-54	55-64	65+
Any social media sites/ apps*	82%	88%	89%	91%	86%	73%	59%
Facebook	83%	69%	81%	83%	89%	90%	91%
Instagram	57%	78%	76%	62%	48%	32%	18%
YouTube	47%	71%	53%	52%	39%	28%	27%
Twitter	37%	47%	36%	41%	38%	32%	23%
Snapchat	30%	72%	44%	23%	16%	5%	3%
LinkedIn	27%	22%	32%	28%	31%	27%	15%
Pinterest	22%	35%	25%	20%	21%	16%	11%
TikTok	21%	54%	27%	17%	13%	4%	1%
Reddit	10%	23%	16%	8%	3%	3%	2%
Twitch	8%	22%	12%	5%	3%	1%	0%
Tumblr	4%	11%	6%	2%	0%	1%	1%
Facebook only	16%	2%	3%	11%	18%	33%	49%

Source: Ofcom Adult Media Literacy Tracker 2020

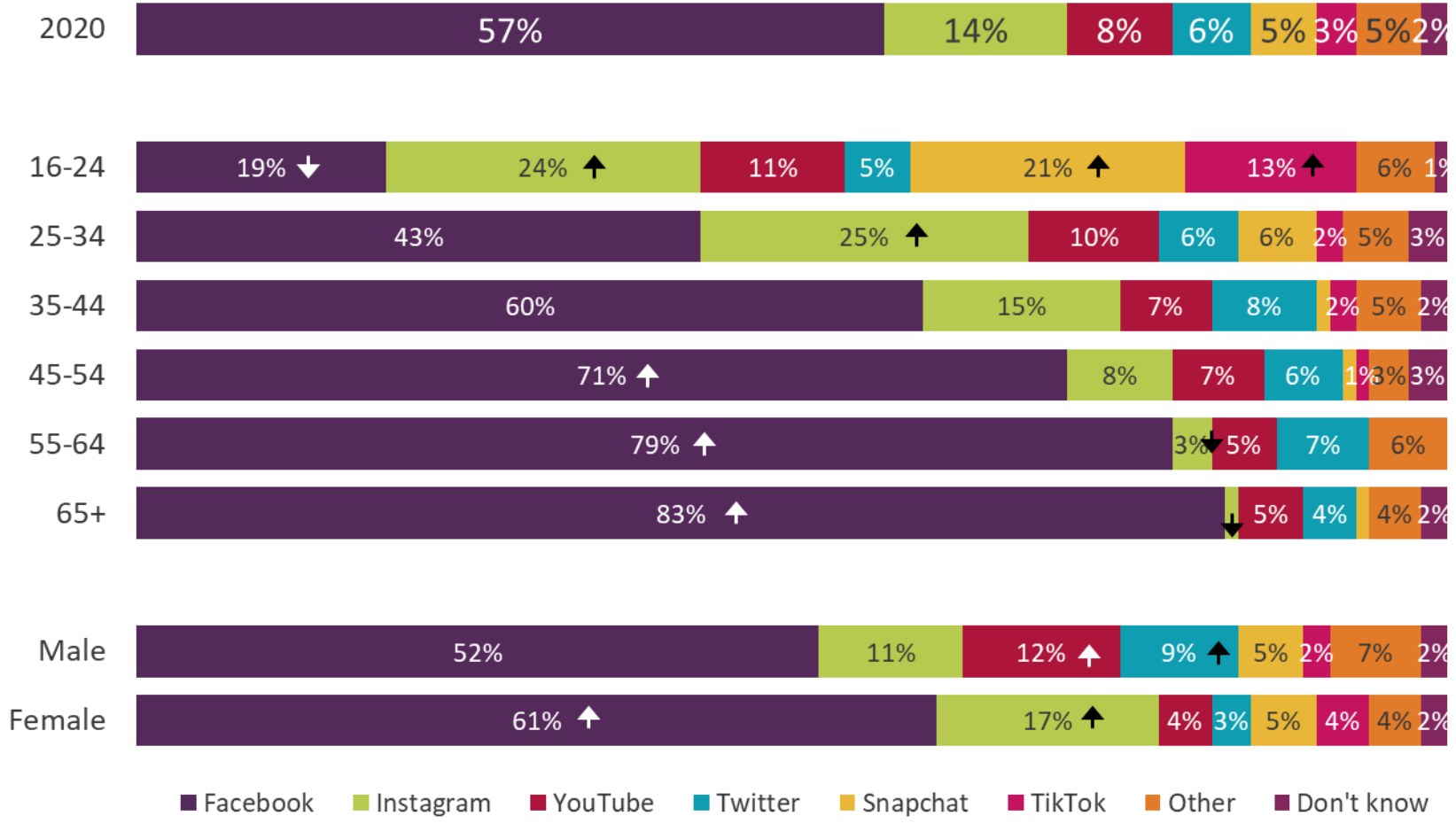
IN22. You said you had a profile or account on a social media site or app. Which social media sites or apps do you have a profile or account on that you still use? (multi-coded).

Base: All who use social media sites or apps (2231 in 2020, varies by demography).

* Base: All who go online, excluding those responding by post (2776). Coloured boxes show differences (99% level) in 2020 by age compared to the average

Facebook is considered to be the main social media account for the majority of those aged 35 or older.

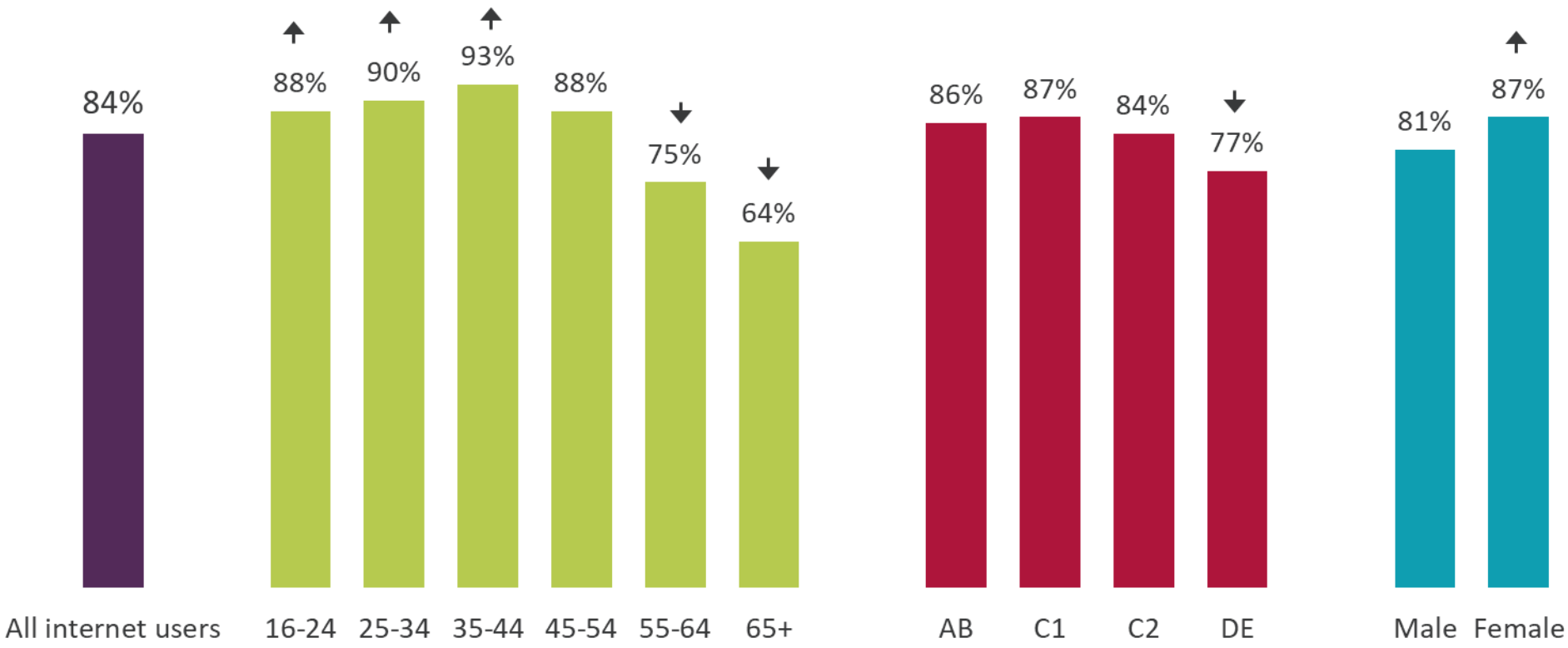
Main social media site or app, by age, socio-economic group and gender; and by year: 2018-2020



Source: Ofcom Adult Media Literacy Tracker 2020
 IN23. And which one would you say is your main social media site or app – the one you use most often? (single coded)
 Base: All who use social media sites or apps, excluding those responding by post (2231 aged 16+ in 2020, varies by demographic). Showing responses of >2% in 2020 among all adults who use social media sites or apps.
 Arrows show significant differences (99% level) for 2020, by age compared to all who use social media sites/ apps and men compared to women

More than four in five of all internet users use messaging/ chat apps or sites. Unlike social media sites, messaging apps are less likely used by DEs and are more likely used by women.

Incidence of using chat or messaging sites or apps among internet users, by age, SEG and gender: 2020



Source: Ofcom Adult Media Literacy Tracker 2020

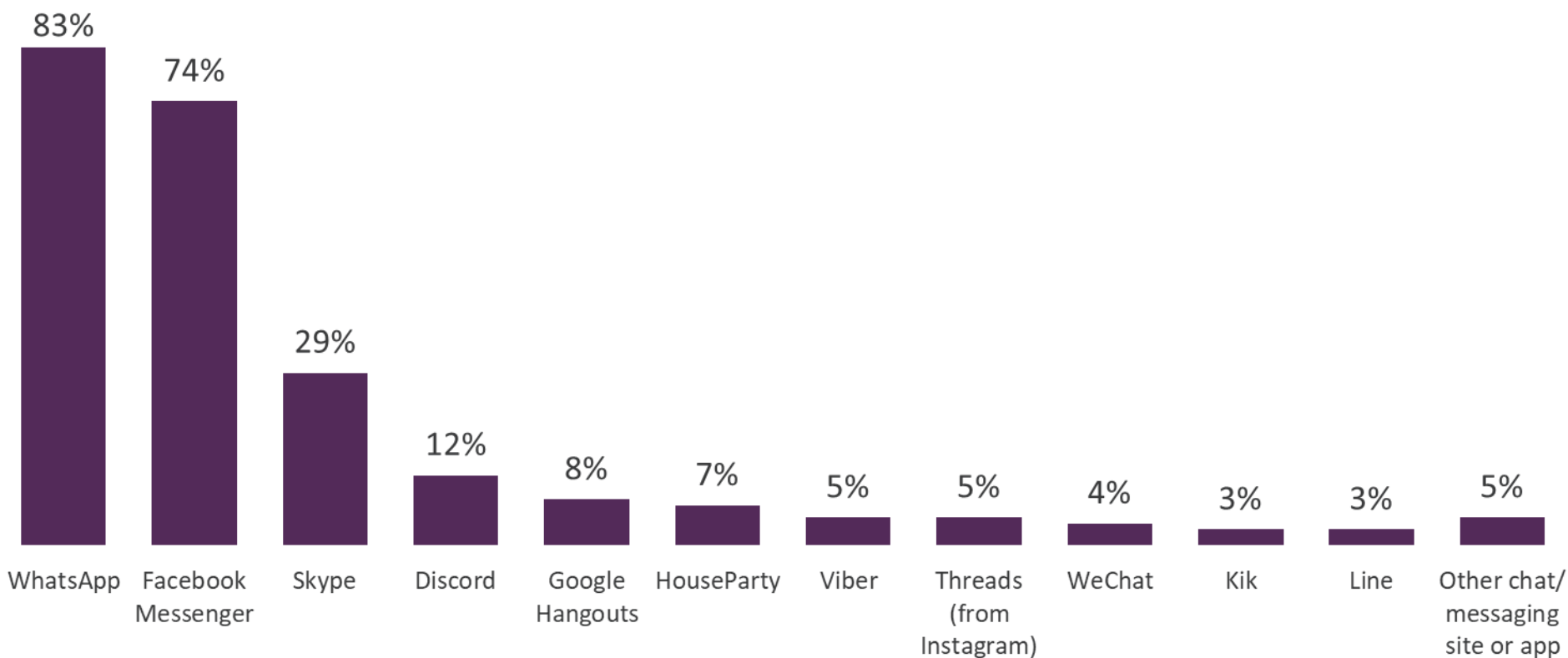
IN21B. Do you ever use chat or messaging sites or apps like WhatsApp or Facebook Messenger? (single coded)

Base: All adults aged 16+ who go online, excluding those responding by post (2776 aged 16+, 396 aged 16-24, 435 aged 25-34, 505 aged 35-44, 418 aged 45-54, 402 aged 55-64, 620 aged 65+ 801 AB, 796 C1, 493 C2, 649 DE, 1394 men, 1350 women).

Arrows show significant differences (99% level) in 2020 by age or SEG compared to all internet users and between men and women.

WhatsApp and Facebook Messenger are used by at least three quarters of those who use chat messaging sites or apps.

Chat/ messaging sites or apps used: 2020



Source: Ofcom Adult Media Literacy Tracker 2020

IN21C. Which chat or messaging sites or apps do you use? (multi-coded).

Base : All who use chat or messaging sites or apps, excluding those responding by post (2287).

Younger adults use a broader range of chat or messaging sites or apps.

Chat messaging sites or apps used, by age: 2020

	All who use chat or messaging sites/ apps	16-24	25-34	35-44	45-54	55-64	65+
Any chat or messaging sites/ apps*	84%	88%	90%	93%	88%	75%	64%
WhatsApp	83%	79%	87%	88%	86%	84%	69%
Facebook Messenger	74%	65%	72%	77%	82%	74%	67%
Skype	29%	24%	30%	33%	30%	27%	26%
Discord	12%	32%	18%	10%	3%	2%	1%
Google Hangouts	8%	13%	11%	8%	9%	4%	3%
HouseParty	7%	17%	10%	4%	6%	4%	1%
Viber	5%	2%	7%	8%	4%	5%	1%
Threads (from Instagram)	5%	10%	7%	5%	2%	1%	1%
WeChat	4%	5%	5%	6%	2%	2%	1%
Kik	3%	7%	5%	5%	1%	0%	1%
Line	3%	6%	4%	3%	3%	1%	0%

Source: Ofcom Adult Media Literacy Tracker 2020

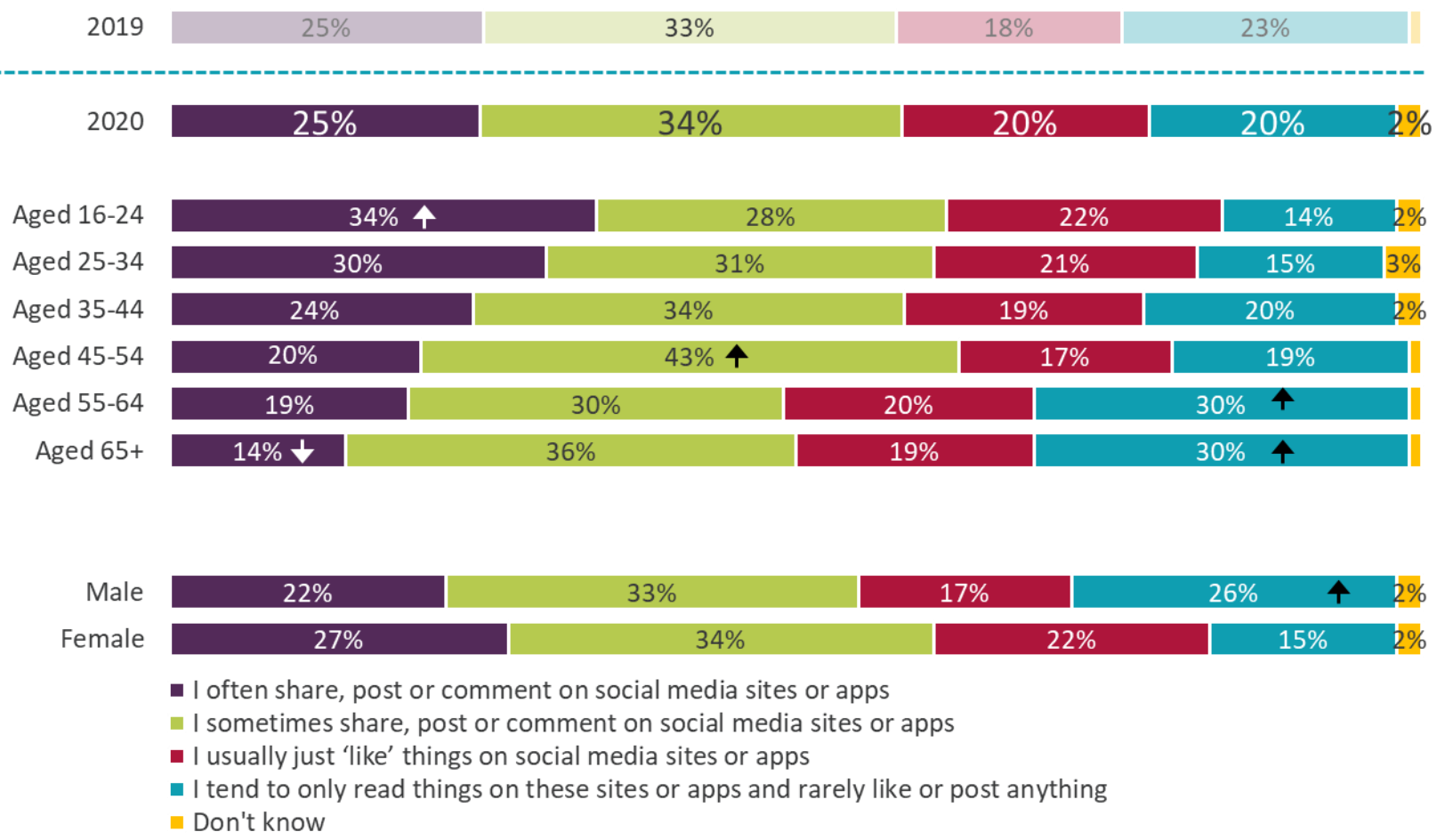
IN21C. Which chat or messaging sites or apps do you use? (multi-coded).

Base : All who use chat or messaging sites or apps, excluding those responding by post (2287, varies by demography). * Base: All who go online, excluding those responding by post (2776).

Coloured boxes show differences (99% level) in 2020 by age compared to the average

Most social media users say they ever post content on the social media sites they use.

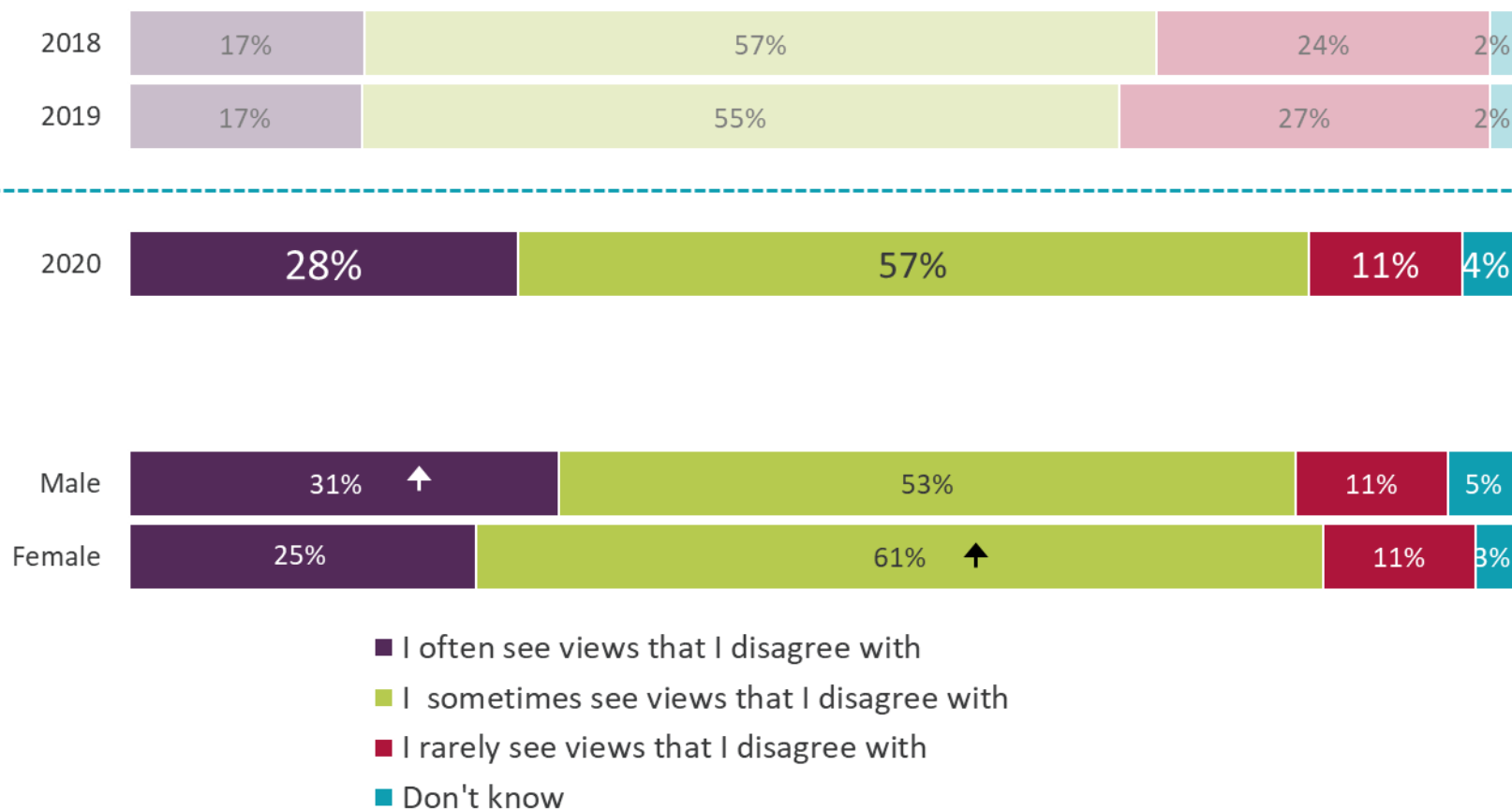
Type of use of social media, by age, socio-economic group and gender; and by year: 2019-2020



Source: Ofcom Adult Media Literacy Tracker 2020
 IN24. Thinking now about all the social media sites or apps you use, which one of these statements best describes your use of these sites or apps? (single coded)
 Base: All adults aged 16+ who use social media sites or apps, excluding those responding by post (2231 aged 16+ in 2020, varies by demographic).
 Arrows show significant differences (99% level) by age compared to all with a profile or account on a social media site/ app and men compared to women

Close to three in ten who use social media say they often see views they disagree with.

Extent to which people see views on social media that they disagree with, by age, socio-economic group and gender; and by year: 2018-2020



Source: Ofcom Adult Media Literacy Tracker 2020

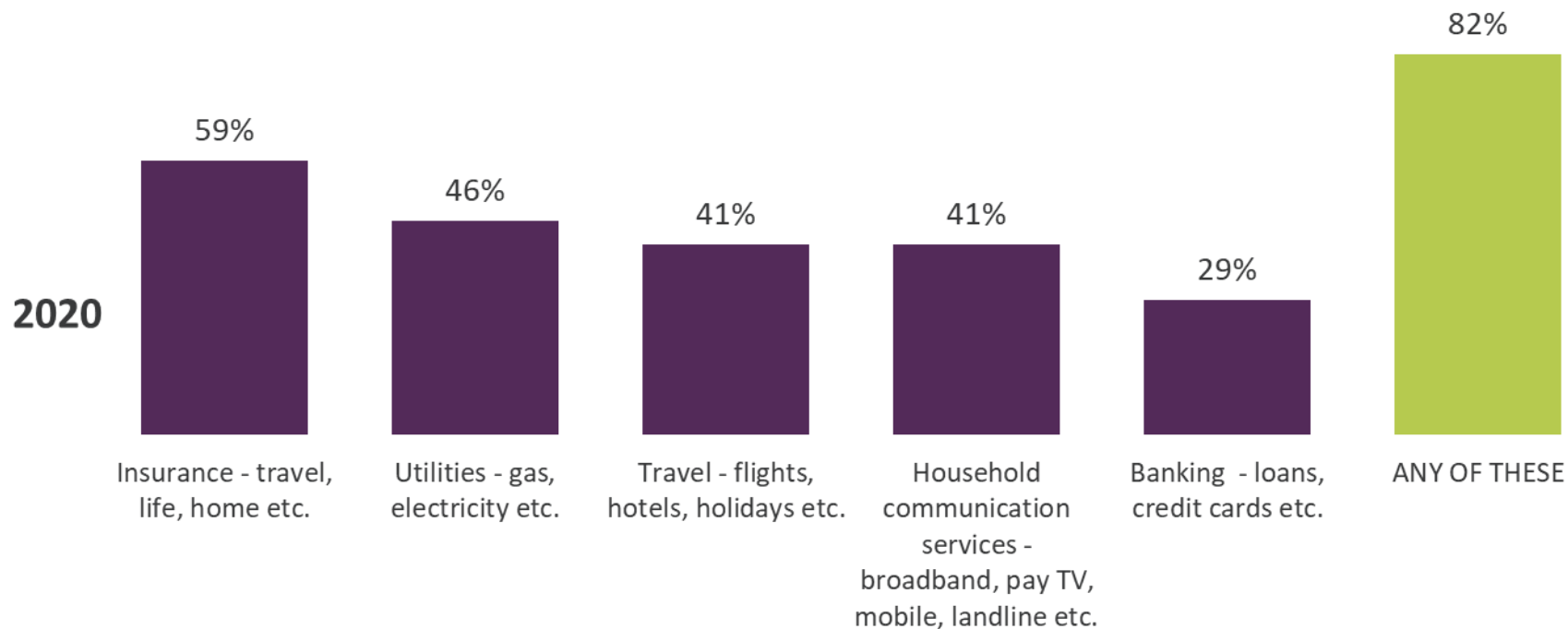
IN28. When you use social media, which one of these best applies? (single coded).

Base: All adults aged 16+ who use social media sites or apps, excluding those responding by post (2231 aged 16+, varies by demographic)

Arrows show significant differences (99% level) for 2020 between men and women

Over eight in ten internet users have ever used a price comparison website – with insurance the most common product.

Use of price comparison websites, by category: 2018-2020



Source: Ofcom Adult Media Literacy Tracker 2020

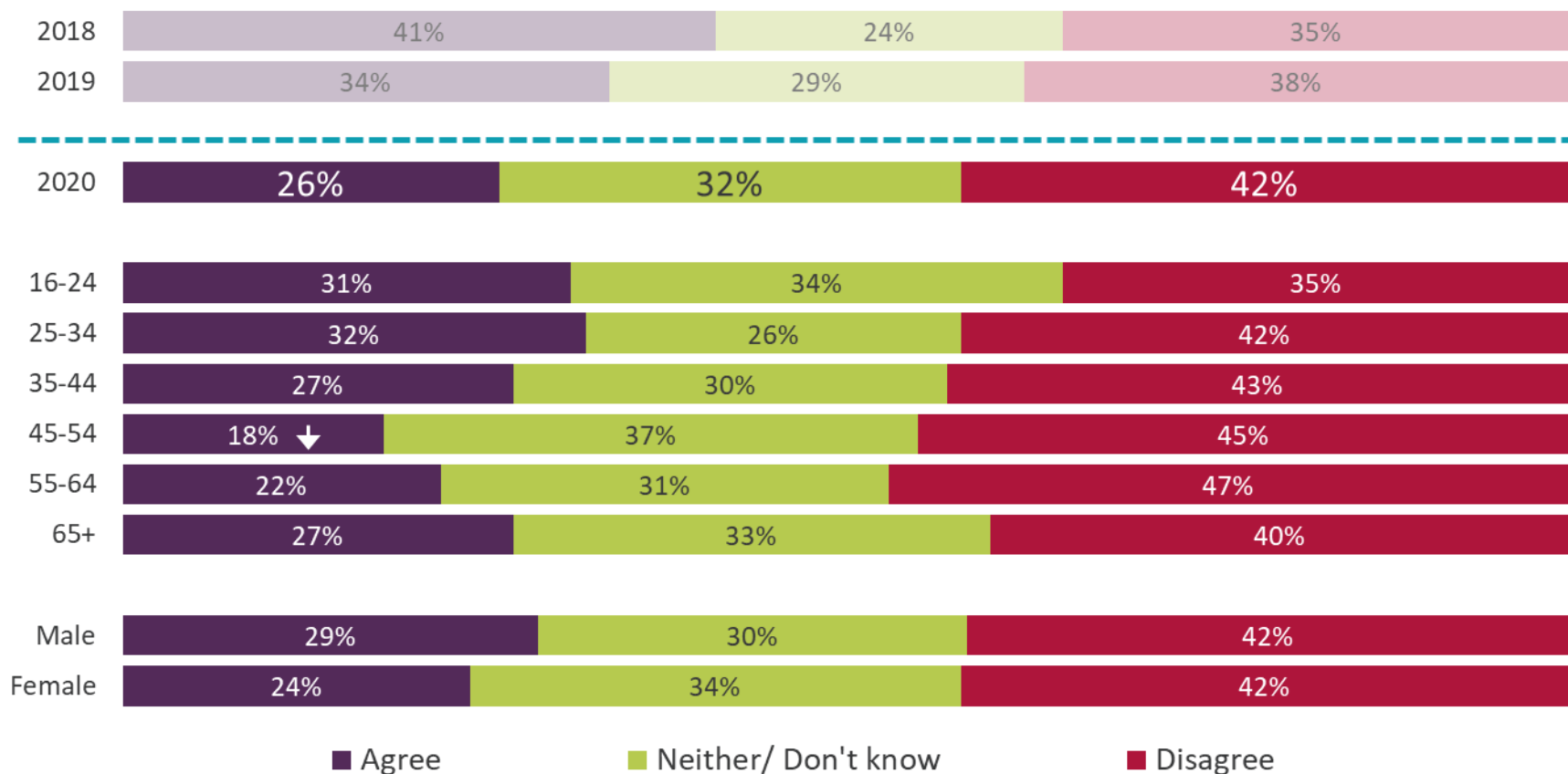
IN55. Now thinking specifically about price comparison websites. Have you ever used a price comparison website or app to look for information about the best deals available for any of the following types of products or services? Some of the most popular price comparison websites/ apps are: Confused.com, MoneySuperMarket, USwitch, CompareTheMarket.com, Go Compare etc.. (multi-code).

Base: All adults aged 16+ who go online, excluding those responding by post (1602 in 2018, 1601 in 2019, 2776 in 2020)

Attitudes towards online content

Internet users are more likely to disagree than agree that: *“As long as the internet provides good websites it doesn’t really matter who owns them or how they are funded”*.

Agreement with statement: “As long as the internet provides good websites and apps it doesn’t really matter who owns the websites or apps or how they are funded”: 2018-2020



Source: Ofcom Adult Media Literacy Tracker 2020

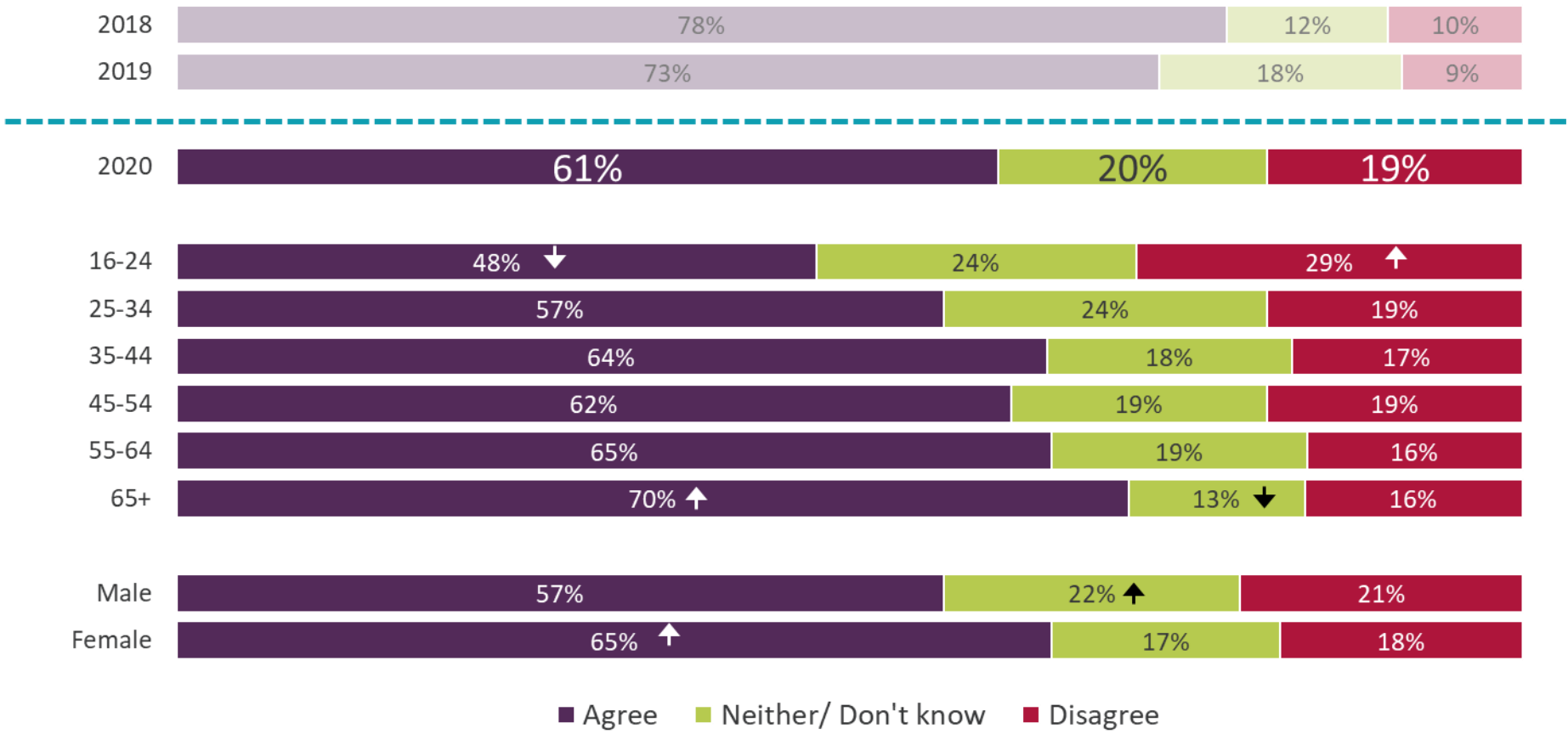
IN35B. We’re going to show some things that other people have said about being online. To what extent do you agree or disagree with each statement – As long as the internet provides good websites and apps it doesn’t really matter who owns the websites or apps or how they’re funded (single coded)

Base: Adults aged 16+ who go online, excluding those responding by post (2776 in 2020)

Arrows show significant differences (99% level) for 2020 by age compared to all internet users and men compared to women

In 2020, three in five internet users agree that people must be protected from seeing inappropriate or offensive content.

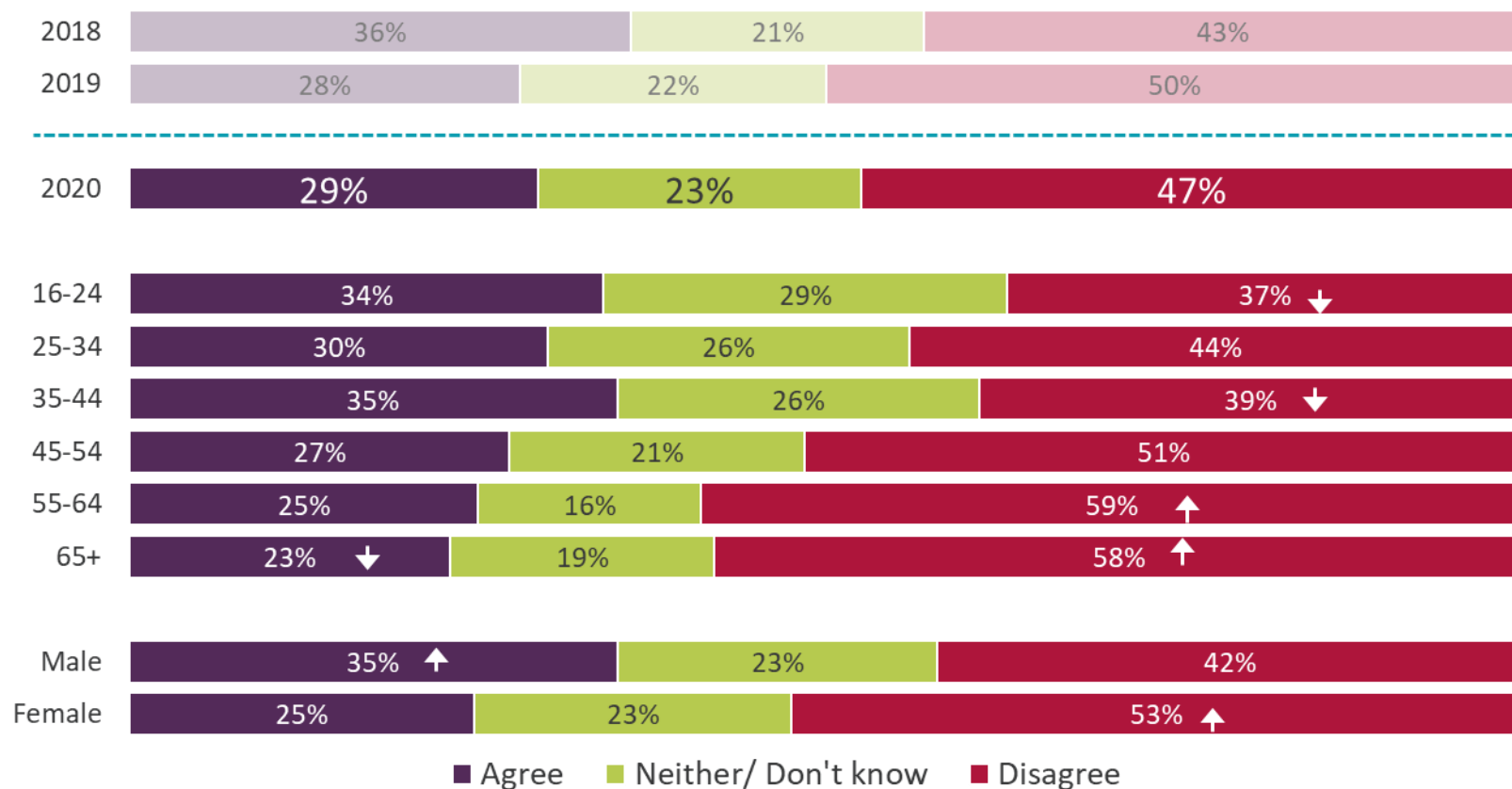
Agreement with the statement: "Internet users must be protected from seeing inappropriate or offensive content": 2018-2020



Source: Ofcom Adult Media Literacy Tracker 2020
 IN35A. We're going to show some things that other people have said about being online. To what extent do you agree or disagree with each statement. – Internet users must be protected from seeing inappropriate or offensive content (single coded)
 Base: All adults aged 16+ who go online (excluding those responding by post) – 2776 in 2020.
 Arrows show significant differences (99% level) for 2020 by age compared to all internet users and men compared to women

Most women disagree that people should be allowed to say what they want online, even if it is controversial or hurtful – compared to two in five men.

Agreement with the statement: 'I think it is important that people can say what they want online even if it is controversial or hurtful to others.', by age, demographic group and gender: 2018-2020



Source: Ofcom Adult Media Literacy Tracker 2020

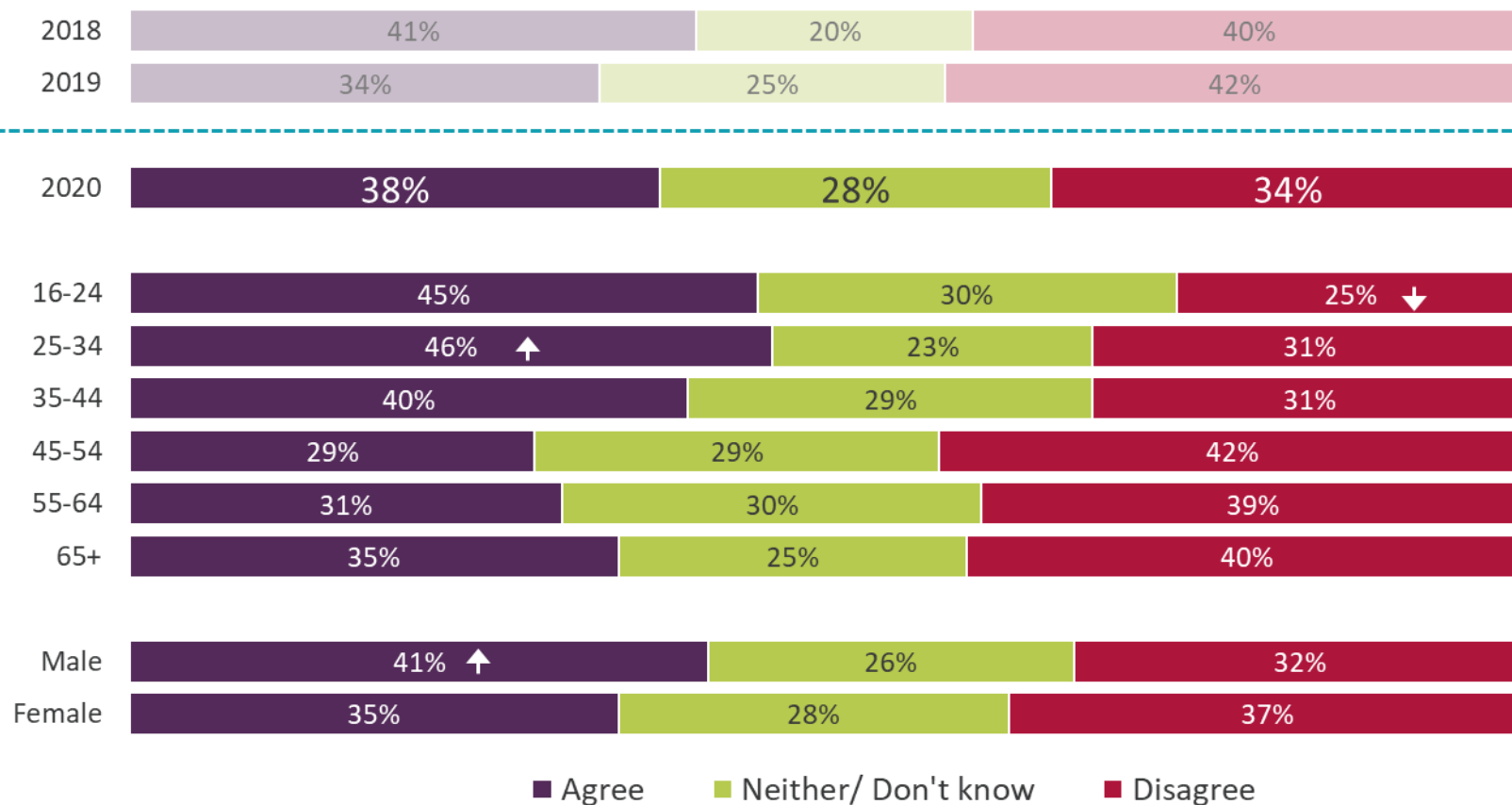
IN35D. We're going to show some things that other people have said about being online. To what extent do you agree or disagree with each statement – I think it is important that people can say what they want online even if it is controversial or hurtful to others.

Base: Adults aged 16+ who go online, excluding those responding by post (2776 aged 16+, varies by demographic).

Arrows show significant differences (99% level) for 2020 by age compared to all internet users and men compared to women

Internet users are slightly more likely to agree than disagree that people should be able to hide their identity online to express their views anonymously.

Agreement with the statement: 'I think people should have the right to hide their identity online in order to express their views anonymously', by age and demographic group: 2018-2020



Source: Ofcom Adult Media Literacy Tracker 2020

IN35C. We're going to show some things that other people have said about being online. To what extent do you agree or disagree with each statement - I think people should have the right to hide their identity online in order to express their views anonymously.

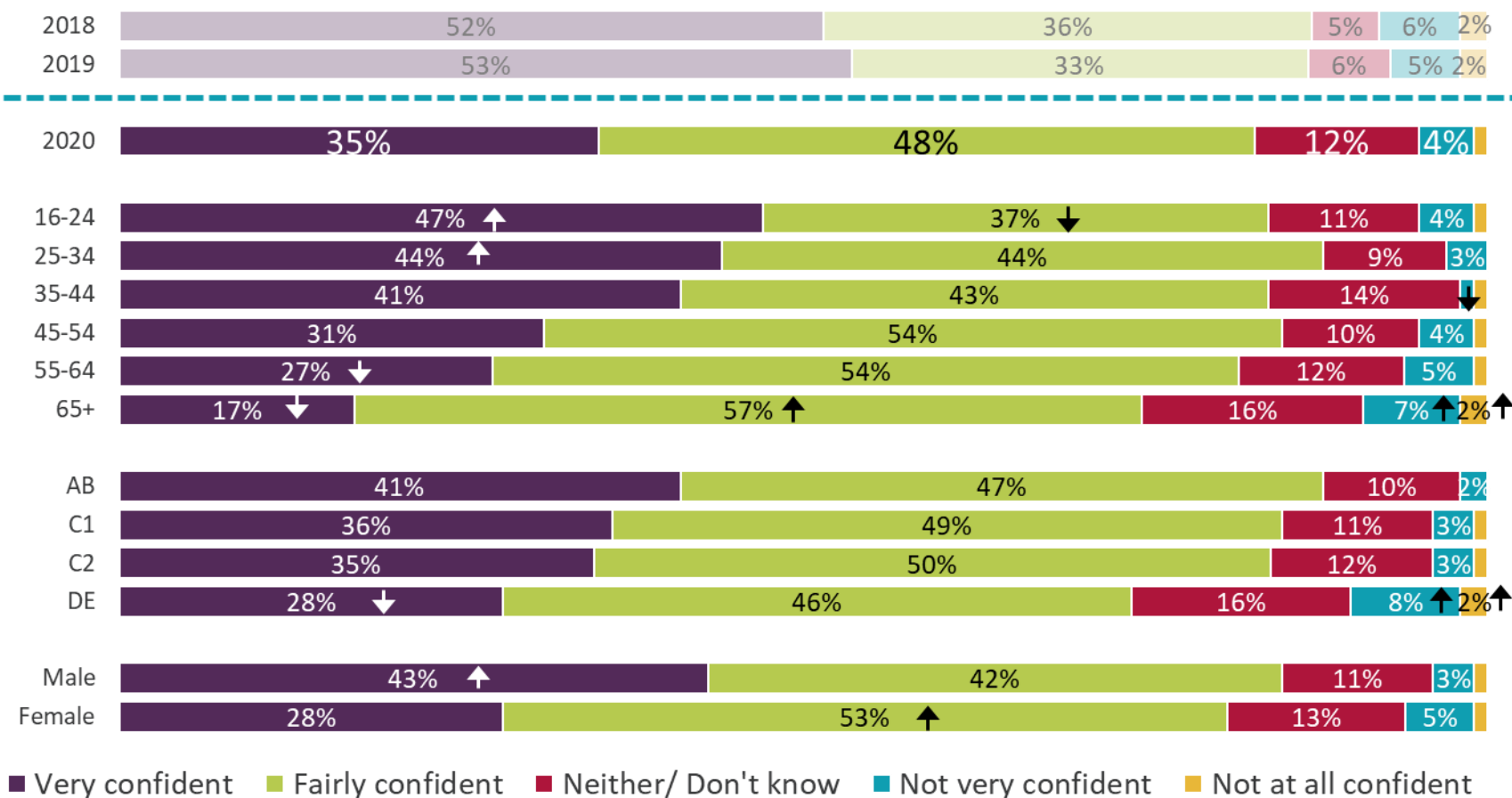
Base: Adults aged 16+ who go online, excluding those responding by post (2776 aged 16+, varies by demographic).

Arrows show significant differences (99% level) for 2020 by age compared to all internet users and men compared to women

Critical thinking

In 2020, adults are more likely to consider themselves confident, rather than not confident internet users.

Confidence as an internet user: 2018-2020



Source: Ofcom Adult Media Literacy Tracker 2020

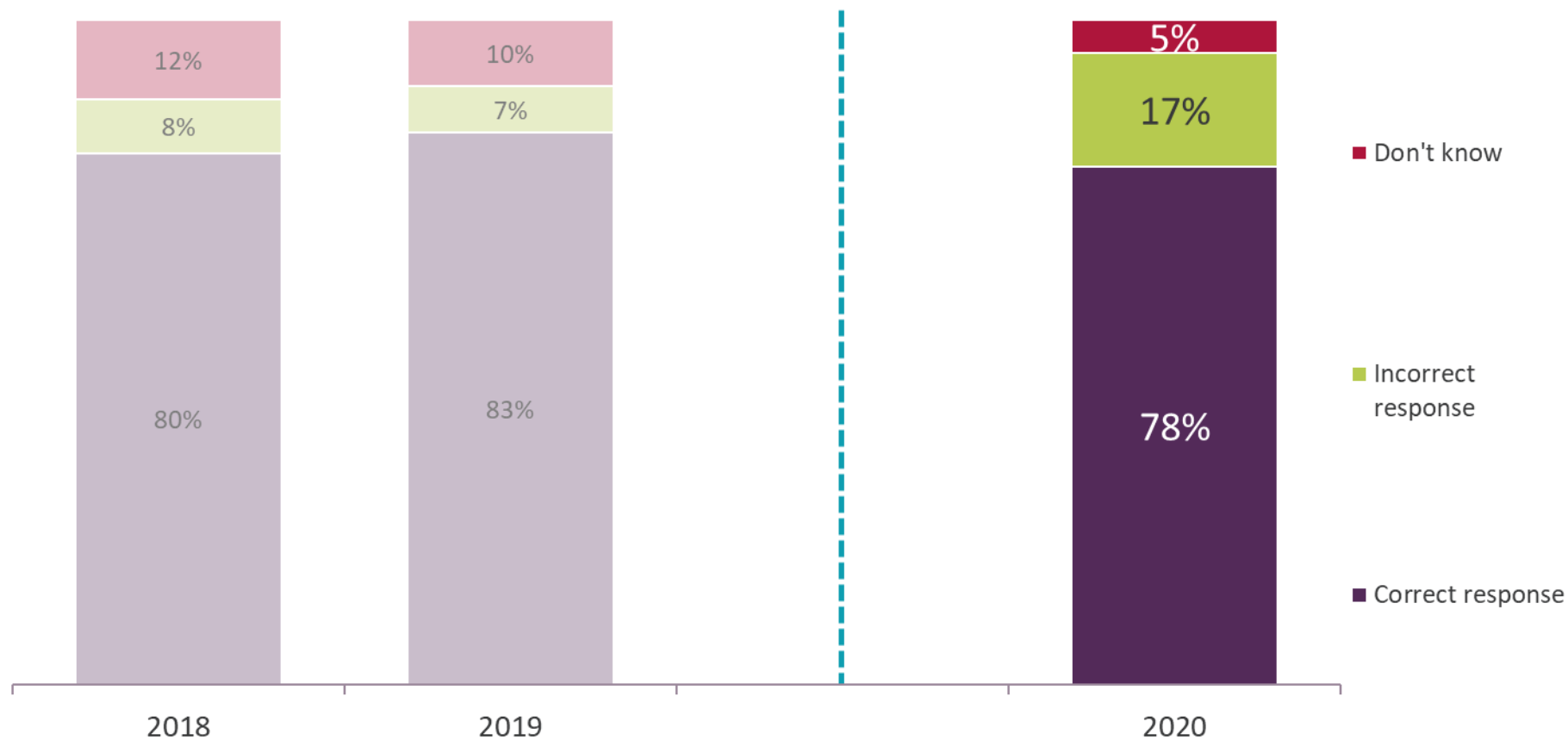
IN11A. Overall, how confident are you as an internet user? (single coded)

Base: Adults aged 16+ who go online, excluding those responding by post (2776 in 2020)

Arrows show significant differences (99% level) for 2020 by age/ SEG compared to all internet users and men compared to women

Close to four in five UK adults are aware that the TV licence funds BBC TV programmes.

Awareness of how BBC TV programmes are mainly funded: 2018-2020



Source: Ofcom Adult Media Literacy Tracker 2020

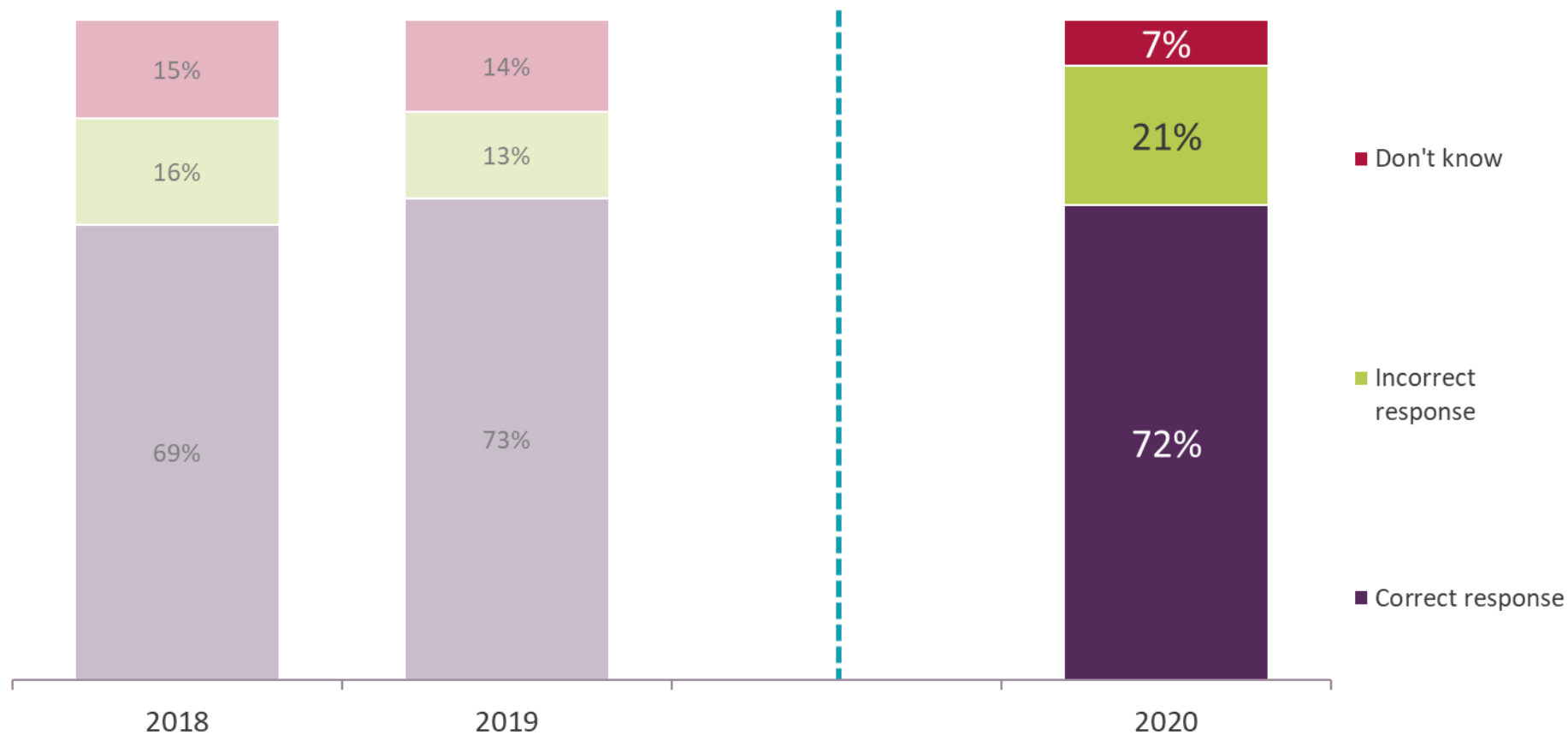
T4. How would you say BBC TV programmes are mainly funded? (single coded)

Base: All adults aged 16+, including those responding by post that gave a response (2991 in 2020)

Before 2020 this question was unprompted

Seven in ten UK adults are aware that advertising is the main source of funding of content on the commercial TV stations.

Awareness of how commercial TV programmes are mainly funded: 2018-2020



Source: Ofcom Adult Media Literacy Tracker 2020

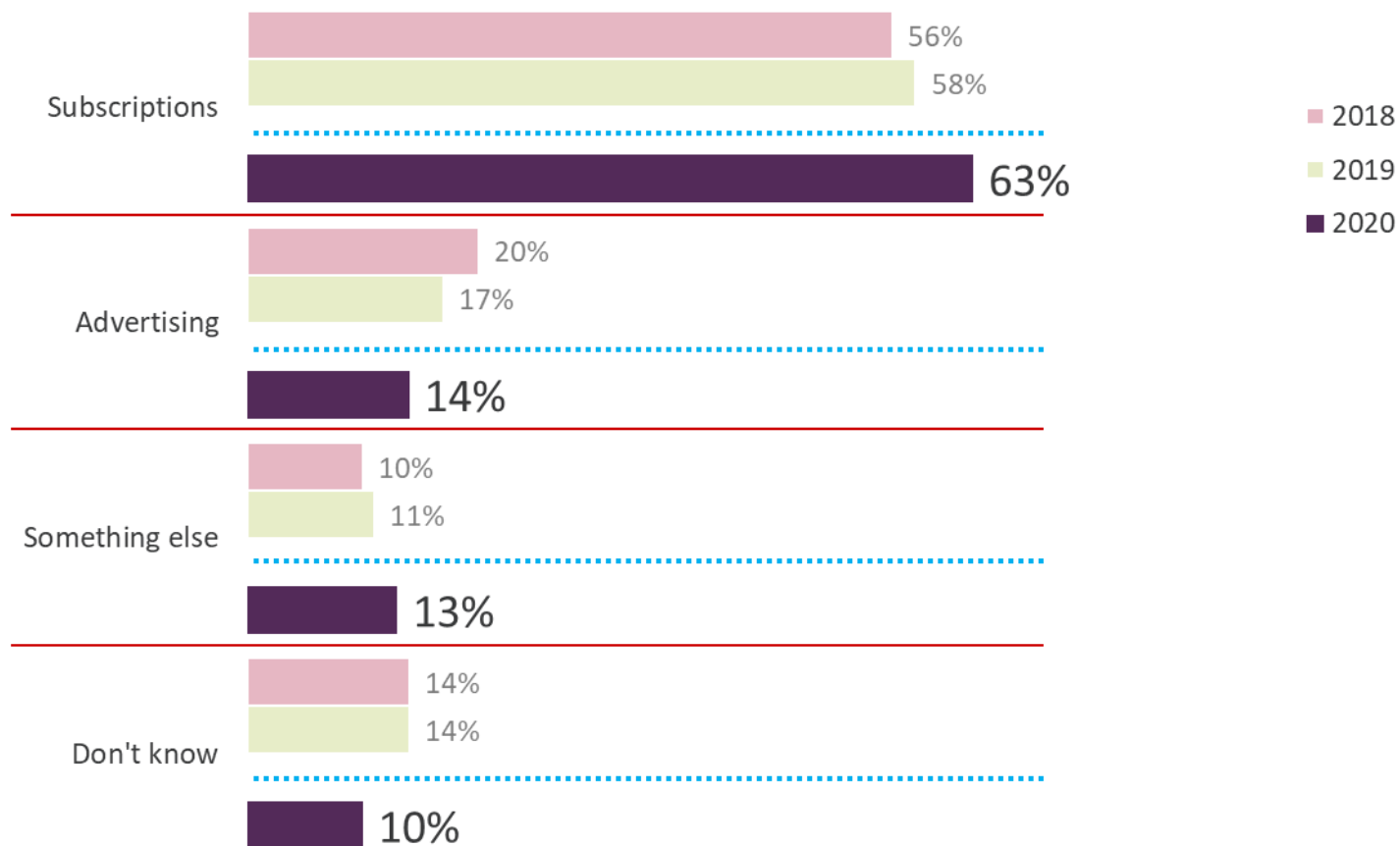
T5. How would you say programmes are mainly funded on ITV, Channel 4 and Five? (single coded)

Base: All adults aged 16+ , including those responding by post that gave a response (2994 in 2020)

Before 2020 this question was unprompted

Three in five UK adults are aware that the main pay TV providers are mainly funded by subscriptions.

Awareness of how the Sky and Virgin Media TV services are mainly funded: 2018-2020



Source: Ofcom Adult Media Literacy Tracker 2020

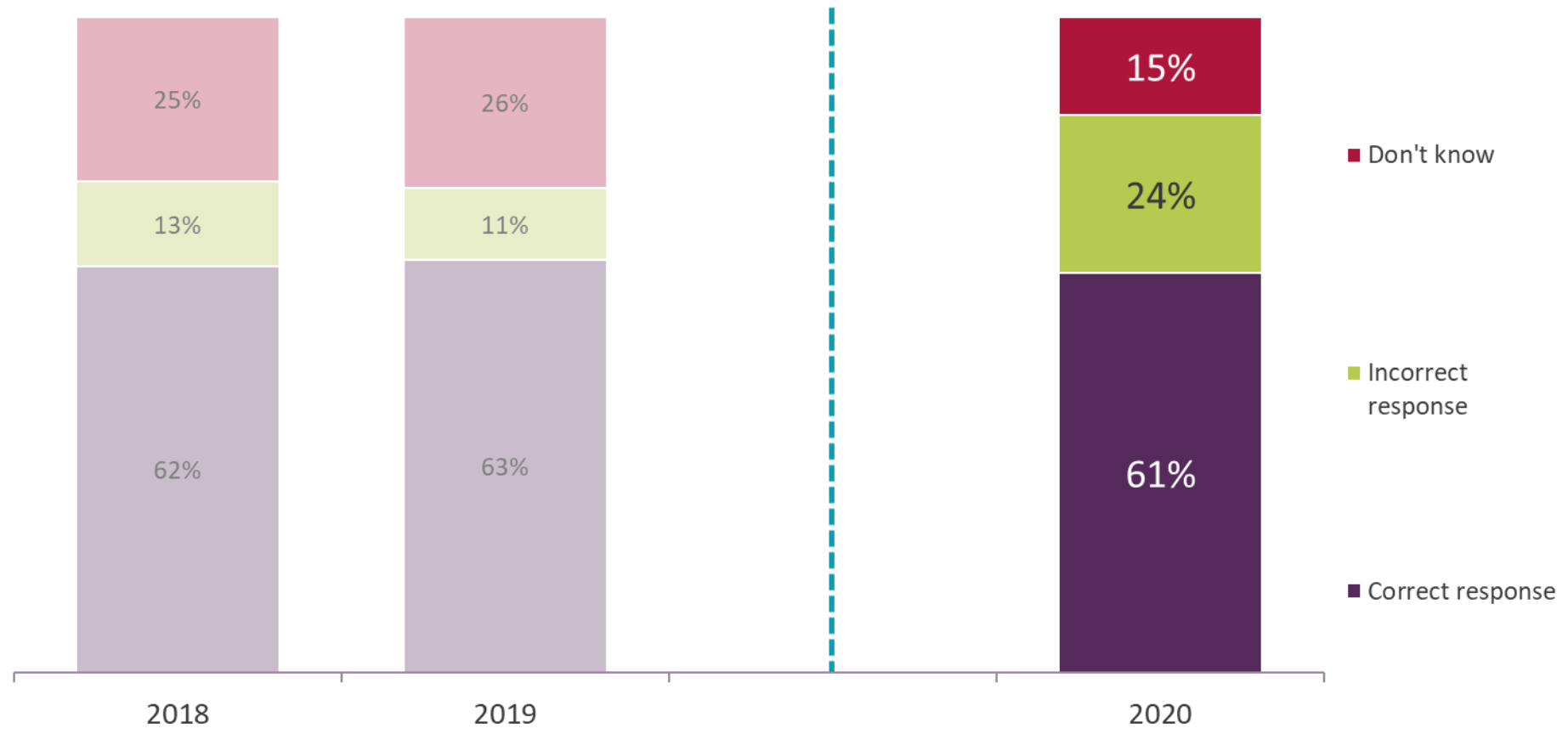
T6. How is the Sky or Virgin Media TV service mainly funded? (single coded)

Base: All adults aged 16+, including those responding by post that gave a response (2996 in 2020)

Before 2020 this question was unprompted

Three in five UK adults are aware of the licence fee funding the BBC website.

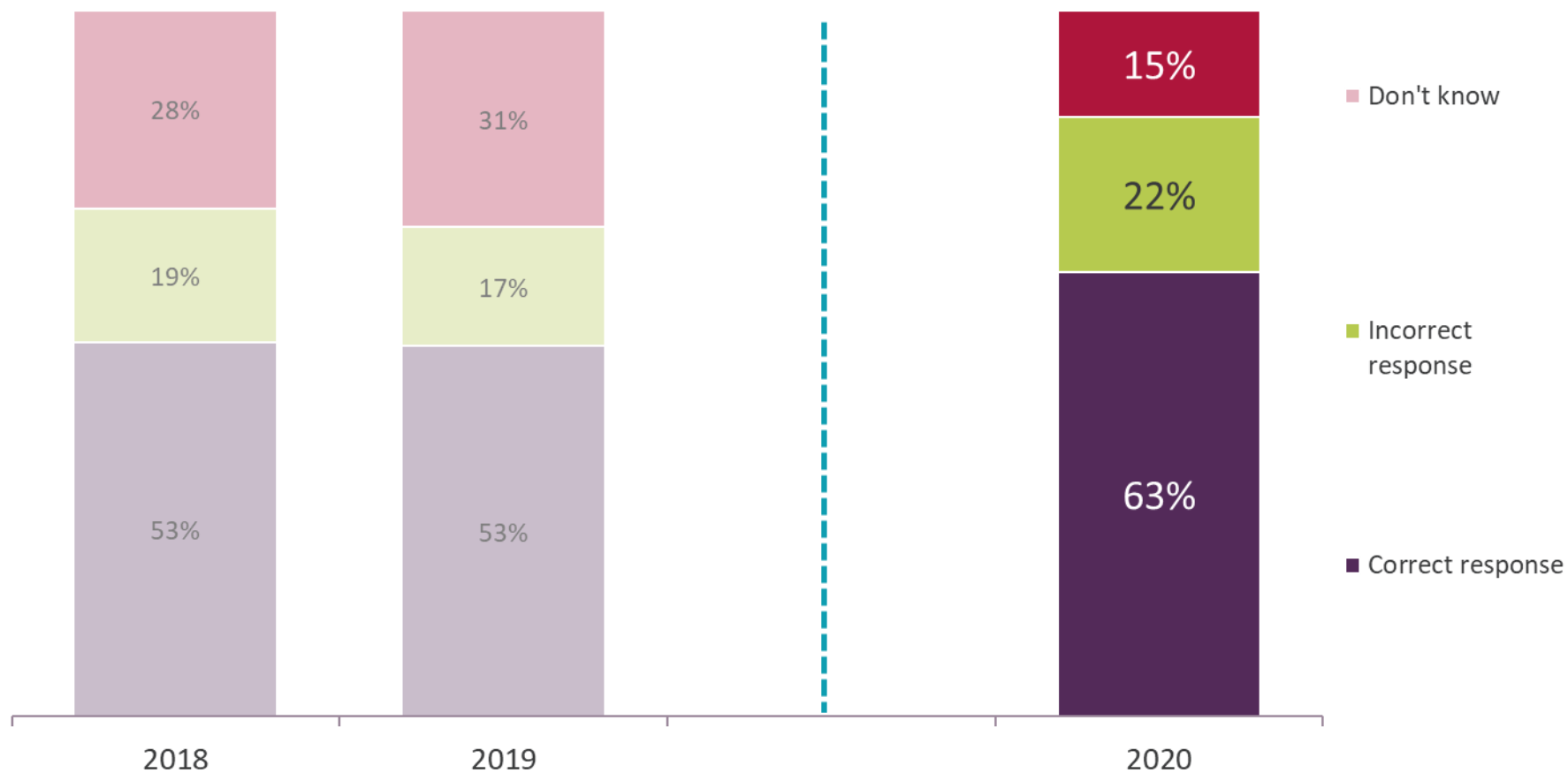
Awareness of how the BBC website is mainly funded: 2018-2020



Source: Ofcom Adult Media Literacy Tracker 2020
 IN31. How do you think the BBC's website is mainly funded? (single coded)
 Base: All adults aged 16+, including those responding by post that gave a response (3000 in 2020).
 As in previous years the Don't know response includes those that stated they had not heard of/ were unaware of the BBC website
 Before 2020 this question was unprompted

Awareness of funding for the BBC iPlayer is on a par with awareness for the BBC website.

Awareness of how the BBC iPlayer is mainly funded: 2018-2020



Source: Ofcom Adult Media Literacy Tracker 2020

IN33. How do you think the BBC's iPlayer service is mainly funded? (single coded)

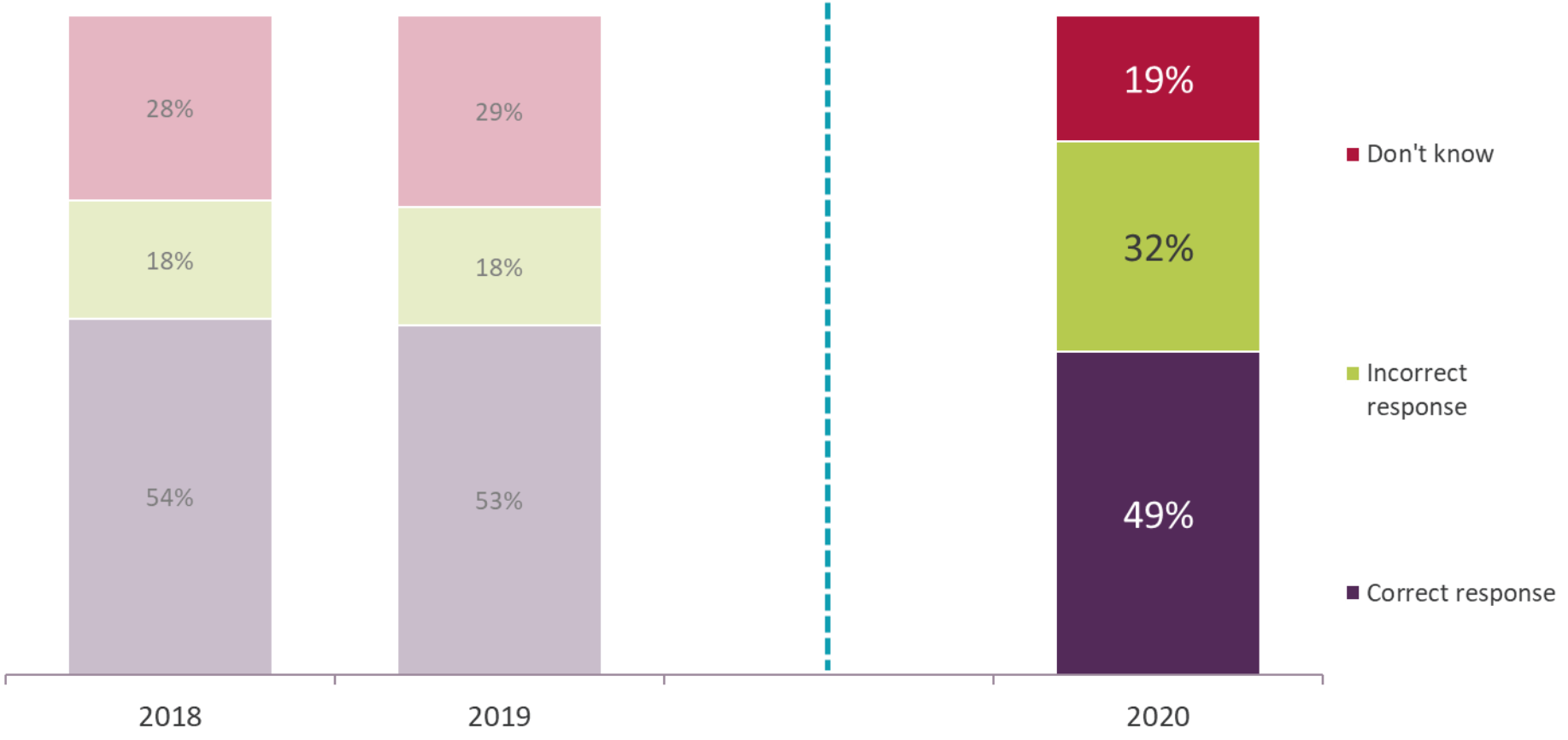
Base: All adults aged 16+ , including those responding by post that gave a response (3006 in 2020)

As in previous years the Don't know response includes those that stated they had not heard of/ were unaware of the BBC iPlayer service

Before 2020 this question was unprompted

Half of UK adults are aware of how search engines are funded.

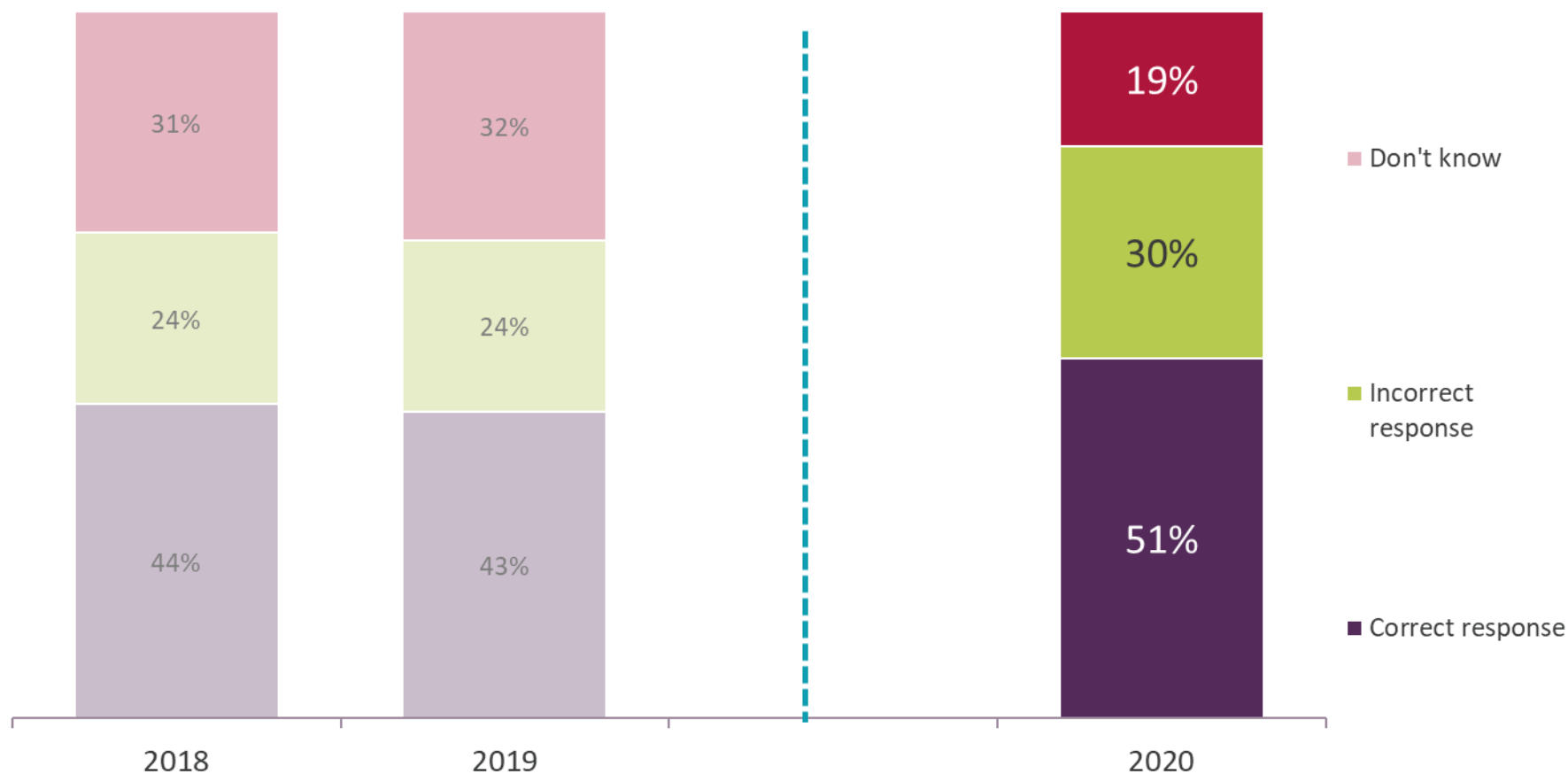
Awareness of how search engines are mainly funded: 2018-2020



Source: Ofcom Adult Media Literacy Tracker 2020
IN32. How do you think search engine websites such as Google or Bing are mainly funded? (single coded)
Base: All adults aged 16+ ,including those responding by post that gave a response (2996 in 2020)
As in previous years the Don't know response includes those that stated they had not heard of/ were unaware of the BBC iPlayer service
Before 2020 this question was unprompted

Half of UK adults are aware that advertising is the main source of funding for YouTube.

Awareness of how YouTube is mainly funded: 2018-2020



Source: Ofcom Adult Media Literacy Tracker 2020

IN34. How do you think YouTube is mainly funded? (single coded)

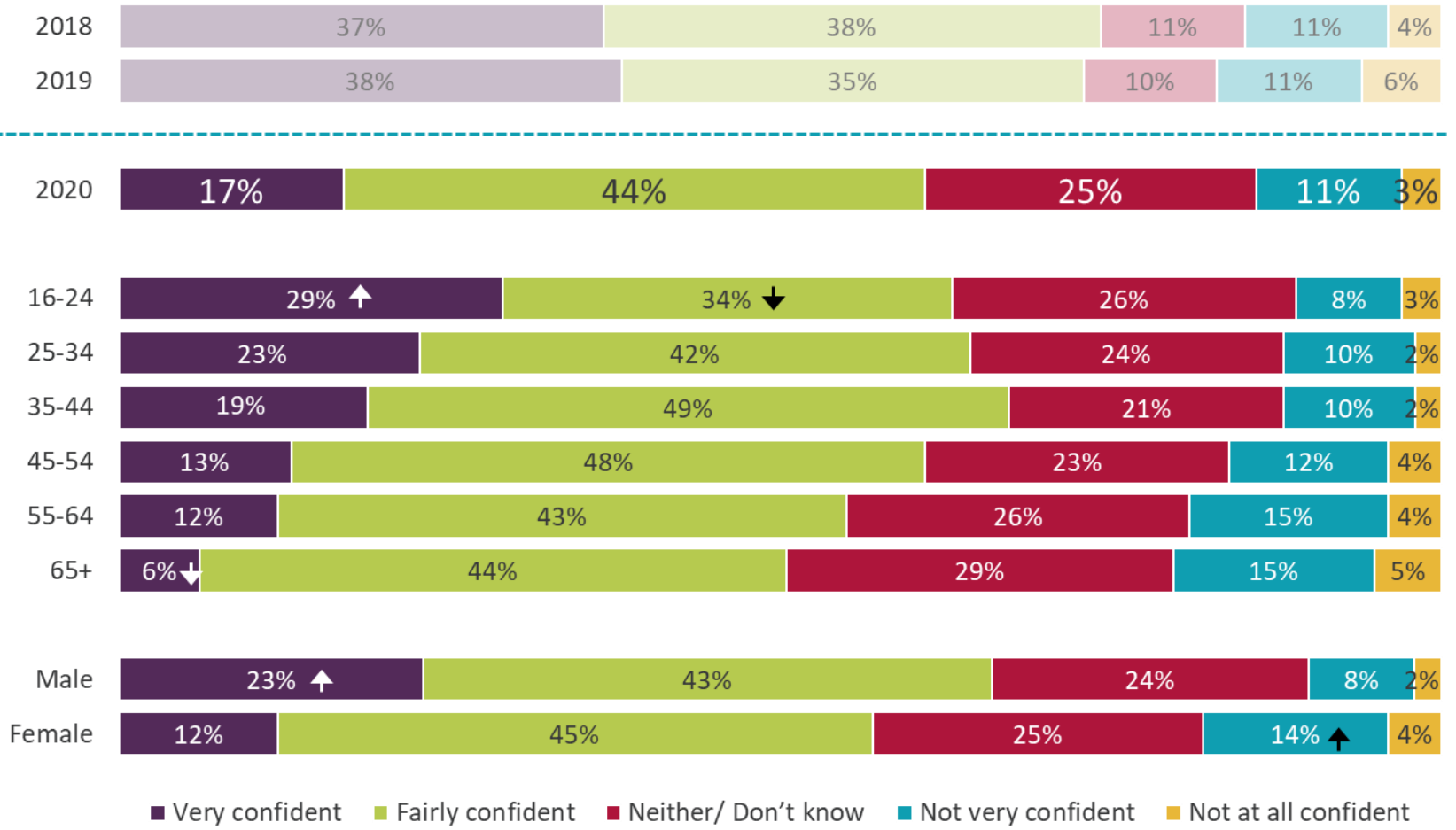
Base: All adults aged 16+, including those responding by post that gave a response (2999 in 2020)

As in previous years the Don't know response includes those that stated they had not heard of/ were unaware of YouTube

Before 2020 this question was unprompted

16-24s are more likely than internet users overall to say they are 'very confident' in managing access of their personal data online.

Confidence in knowing how to manage access to their personal data online, by age and gender; and by year: 2018-2020



Source: Ofcom Adult Media Literacy Tracker 2020

IN11C. How confident are you in knowing how to manage who has access to your personal data online? By this we mean knowing how to stop some companies from getting access to information like your personal details (like your address, phone number, date of birth etc.) or information on things like where you shop or your interests

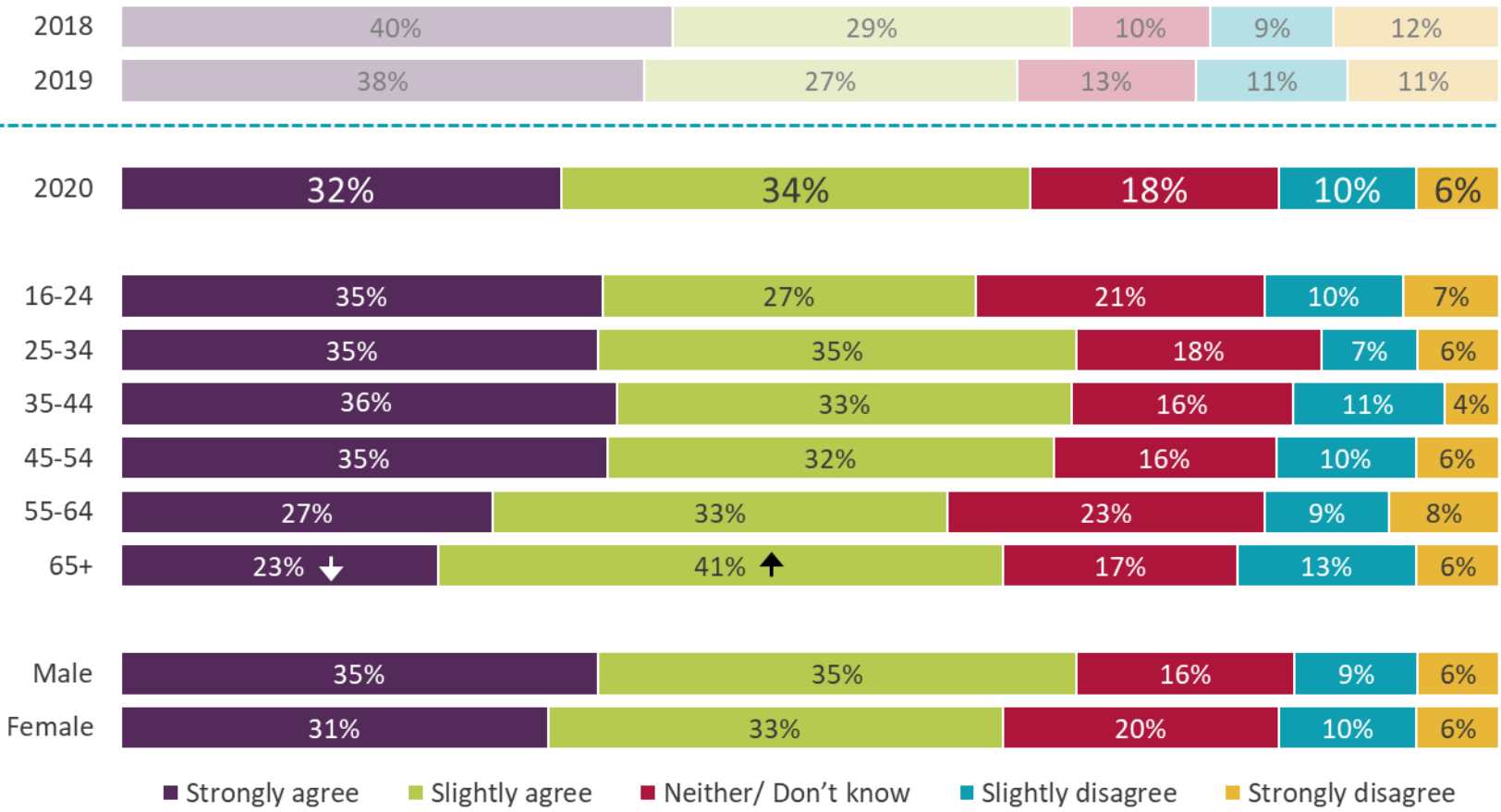
Base: All adults aged 16+ who go online, excluding those responding by post (2776 aged 16+, varies by demographic)

Arrows show significant differences (99% level) by age compared to all internet users and men compared to women



Two in three internet users agree that they usually accept website or apps terms and conditions without reading them.

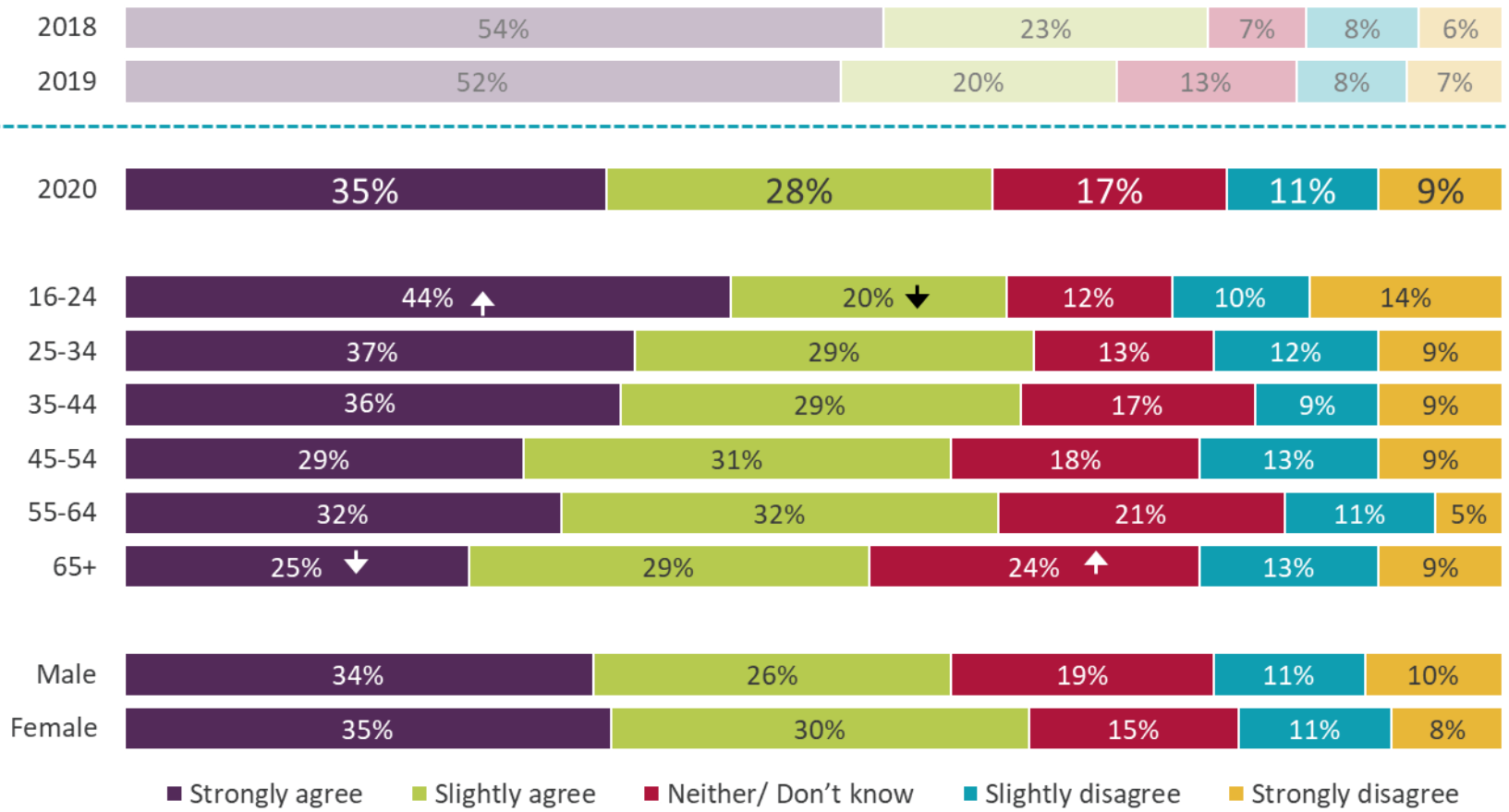
Agreement with statement: "When I visit websites or apps I usually accept the terms and conditions without reading them, by age and gender: 2018-2020



Source: Ofcom Adult Media Literacy Tracker 2020
 IN35E. We're going to show some things that other people have said about being online. To what extent do you agree or disagree with each statement – When I visit websites or apps I usually accept the terms and conditions without reading them (single coded)
 Base: Adults aged 16+ who go online, excluding those responding by post (2776 aged 16+, varies by demographic). Arrows show significant differences (99% level) by age/ compared to all internet users and men compared to women

Social media users aged 65+ are less likely than average to agree overall that they are confident in controlling who has access to their social media content.

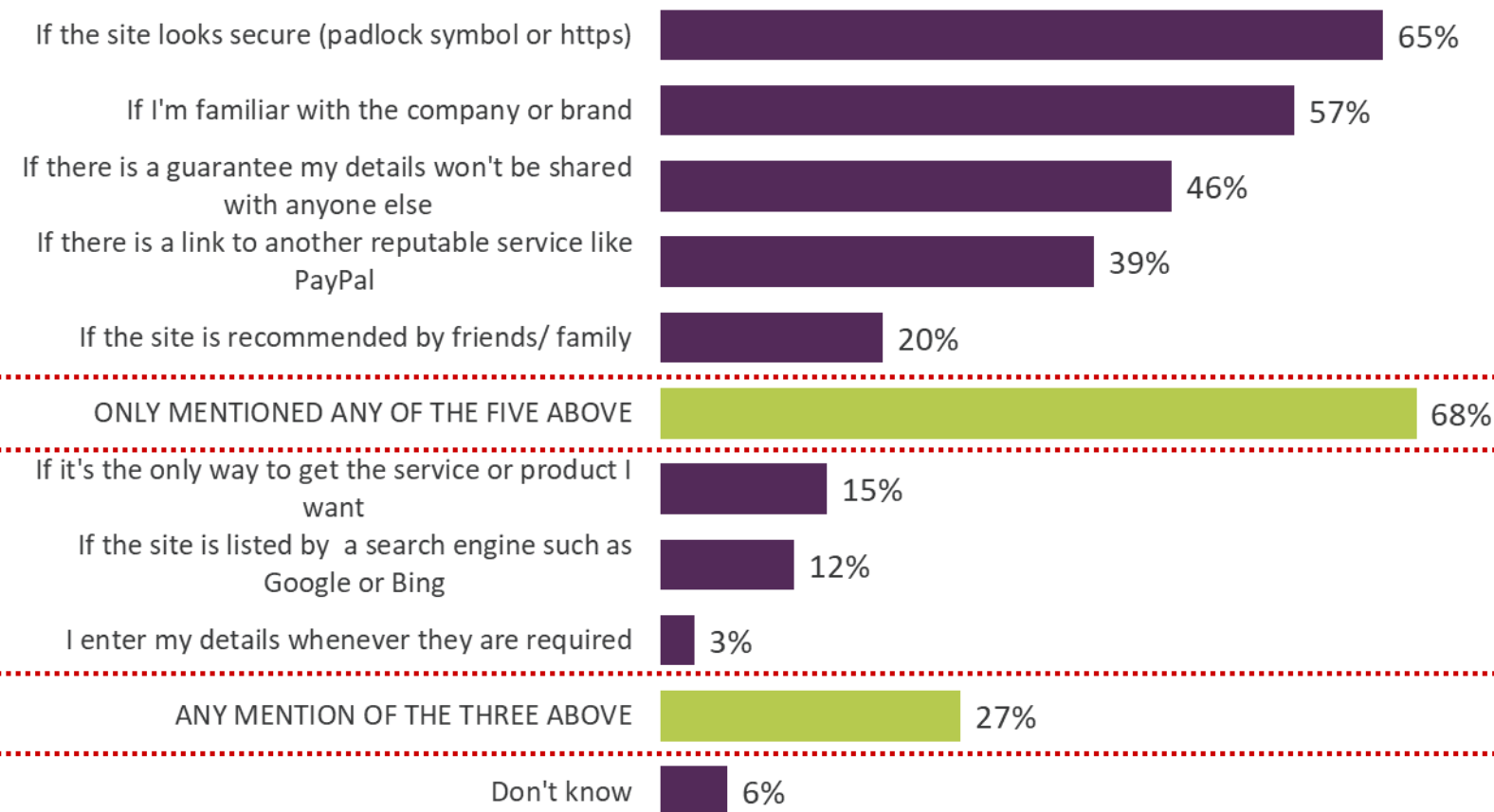
Agreement with statement: *“I am confident in using the settings on my social media account to control who sees the photos and videos I share”*, by age and gender; and by year: 2018-2020



Source: Ofcom Adult Media Literacy Tracker 2020
 IN27. To what extent do you agree or disagree with the following statement – I am confident in using the settings on my social media account to control who sees the photos and videos I share (single coded)
 Base: All adults aged 16+ with a profile or account on a social media site/app, excluding those responding by post (2231 aged 16+ in 2020, varies by demographic).
 Arrows show significant differences (99% level) by age compared to all with a social media profile/ account and men compared to women

One quarter of internet users make any of the three 'inappropriate' checks before registering details online.

Checks made before registering with websites: 2020



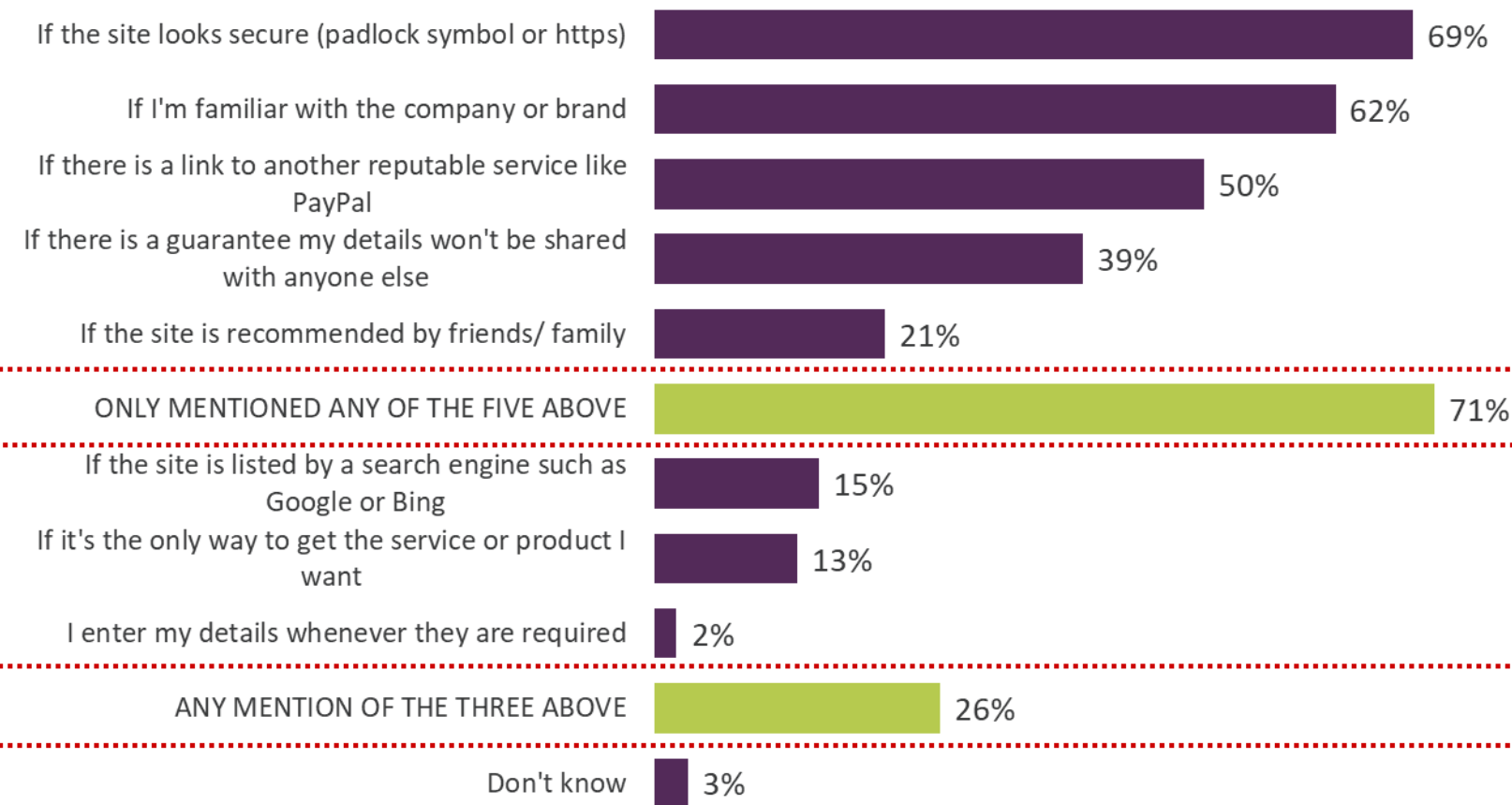
Source: Ofcom Adult Media Literacy Tracker 2020

IN40. Lots of websites and apps now ask you to register your personal details with them, which if any of these things do you do before registering personal details online? I look to see...(multi-coded)

Base : All who go online, excluding those responding by post (2776 in 2020)

Seven in ten internet users would make at least one of the five 'appropriate' checks before purchasing.

Checks made when purchasing online before entering debit or credit card details: 2020



Source: Ofcom Adult Media Literacy Tracker 2020

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see...(multi-coded)

Base : All who say they purchase online, excluding those responding by post (2712 in 2020)

Most internet users say that they/ someone in their household makes use of strong passwords, uses security software, or downloads updates when prompted.

Security measures in place at home among internet users: 2020



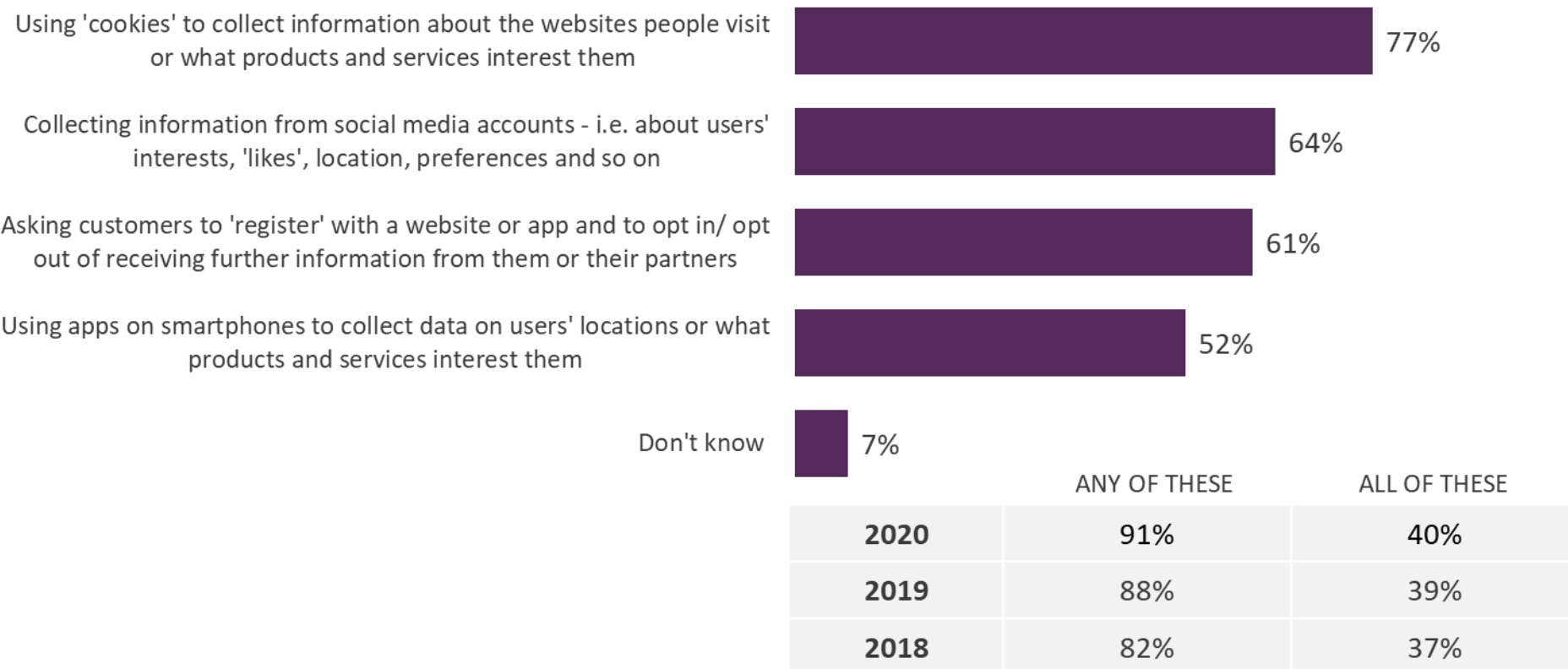
Source: Ofcom Adult Media Literacy Tracker 2020

IN6. Which, if any, of these things do you or someone in your household do at home? (prompted responses, multi-coded).

Base : All who go online, excluding those responding by post (2776 in 2020)

Most internet users are aware of each of the ways that companies can collect information about what people do online – with two in five aware of all of them.

Awareness of ways in which online companies can collect internet users' personal information: 2020



Source: Ofcom Adult Media Literacy Tracker 2020

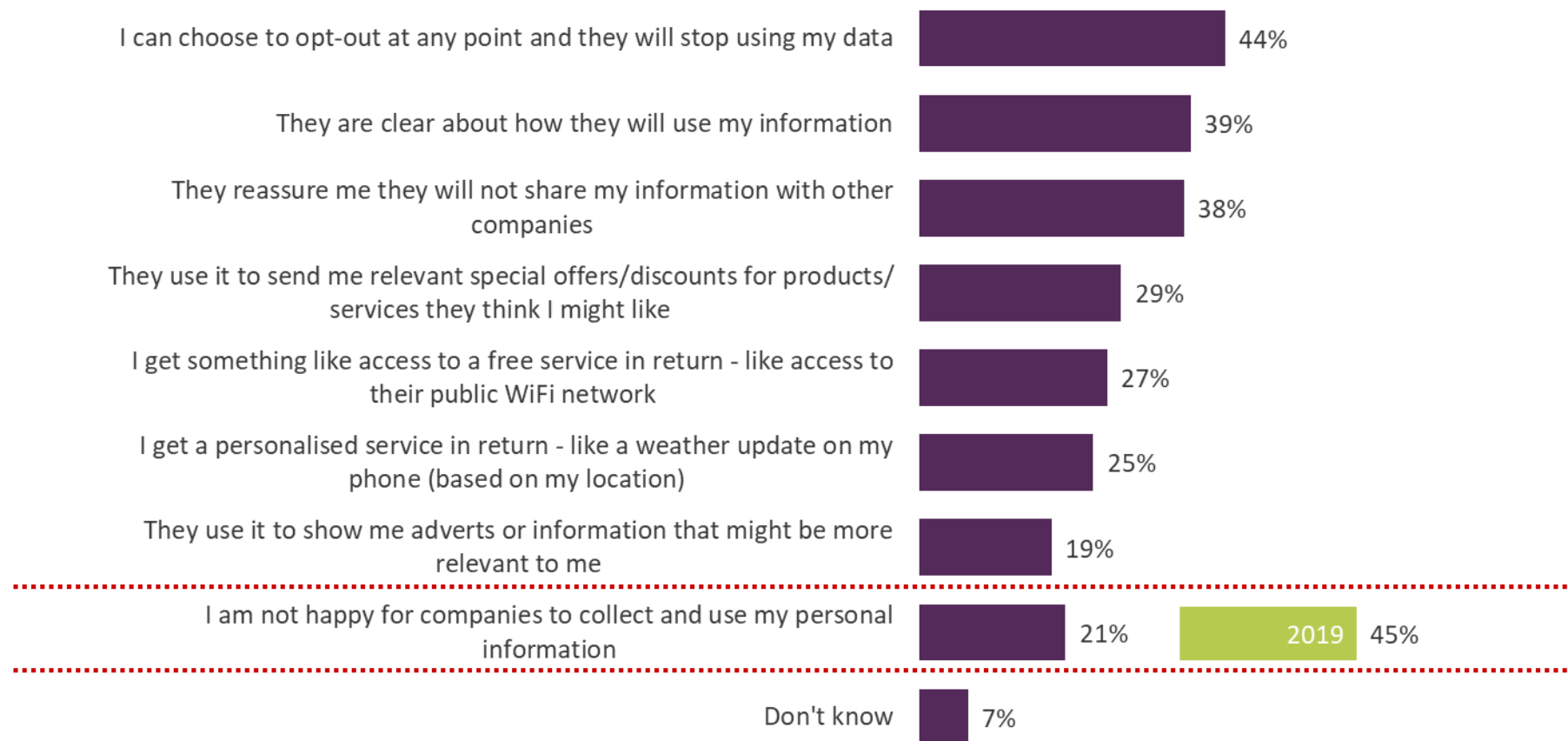
IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? (multi-coded)

Base : All who go online, excluding those responding by post (2776 in 2020)

In 2020, one in five internet users say they are not happy about companies collecting and using their personal information.

Attitudes towards online companies collecting users' personal information online: 2020

I am happy for companies to collect and use my personal information if.....



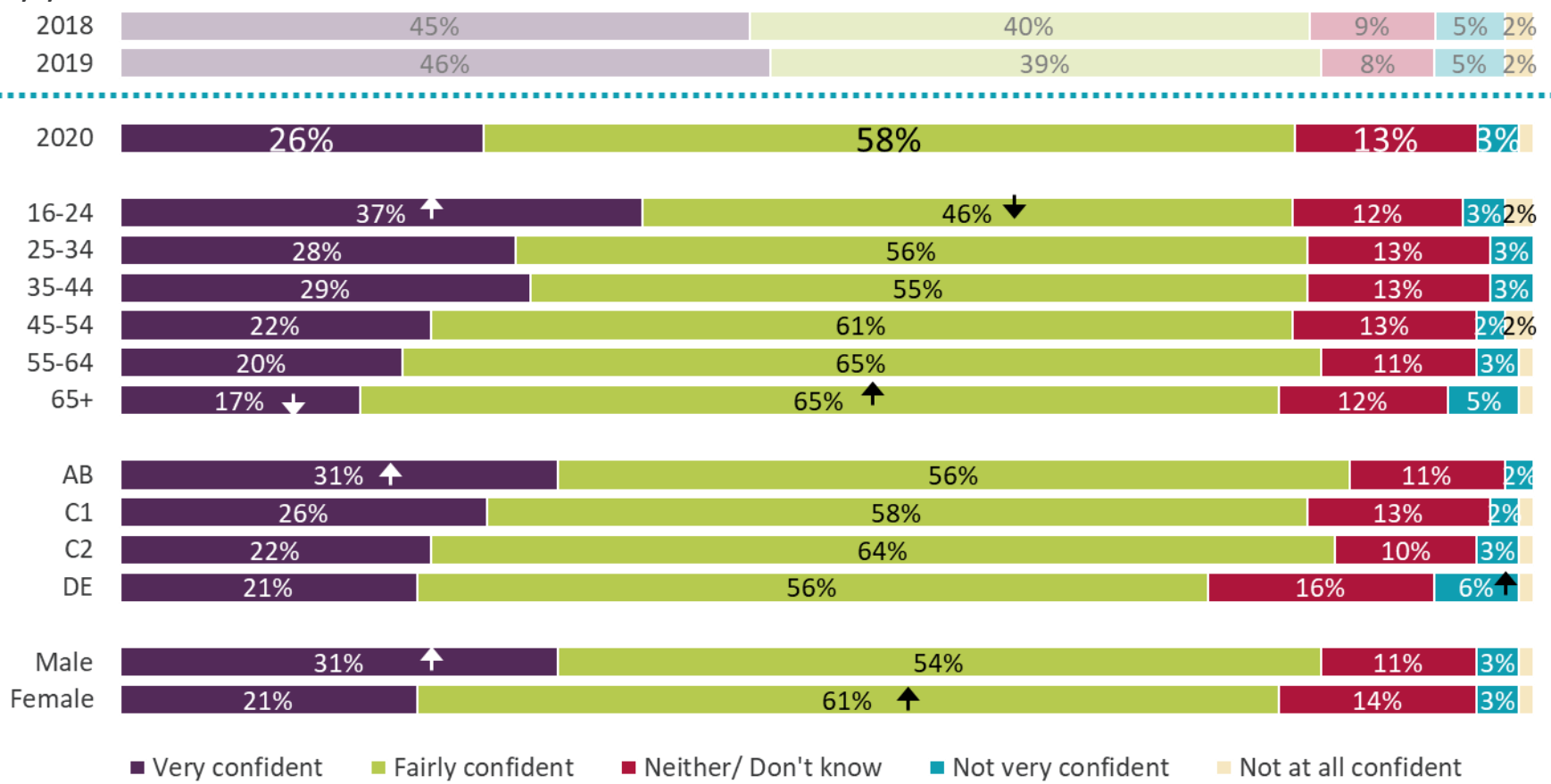
Source: Ofcom Adult Media Literacy Tracker 2020

IN53. Please read the full list of statements below about how people feel about online companies collecting and using their personal information (e.g. their name, address, telephone number etc). If you agree with any of these statements, please just select them. I am happy for companies to collect and use my personal information if... (multi-coded)

Base : All who go online, excluding those responding by post. (2776 in 2020)

Although more than four in five internet users say they are confident they can identify online advertising, only one quarter say they are ‘very confident’.

Confidence in recognising online advertising by age, socio-economic group and gender; and by year: 2018-2020

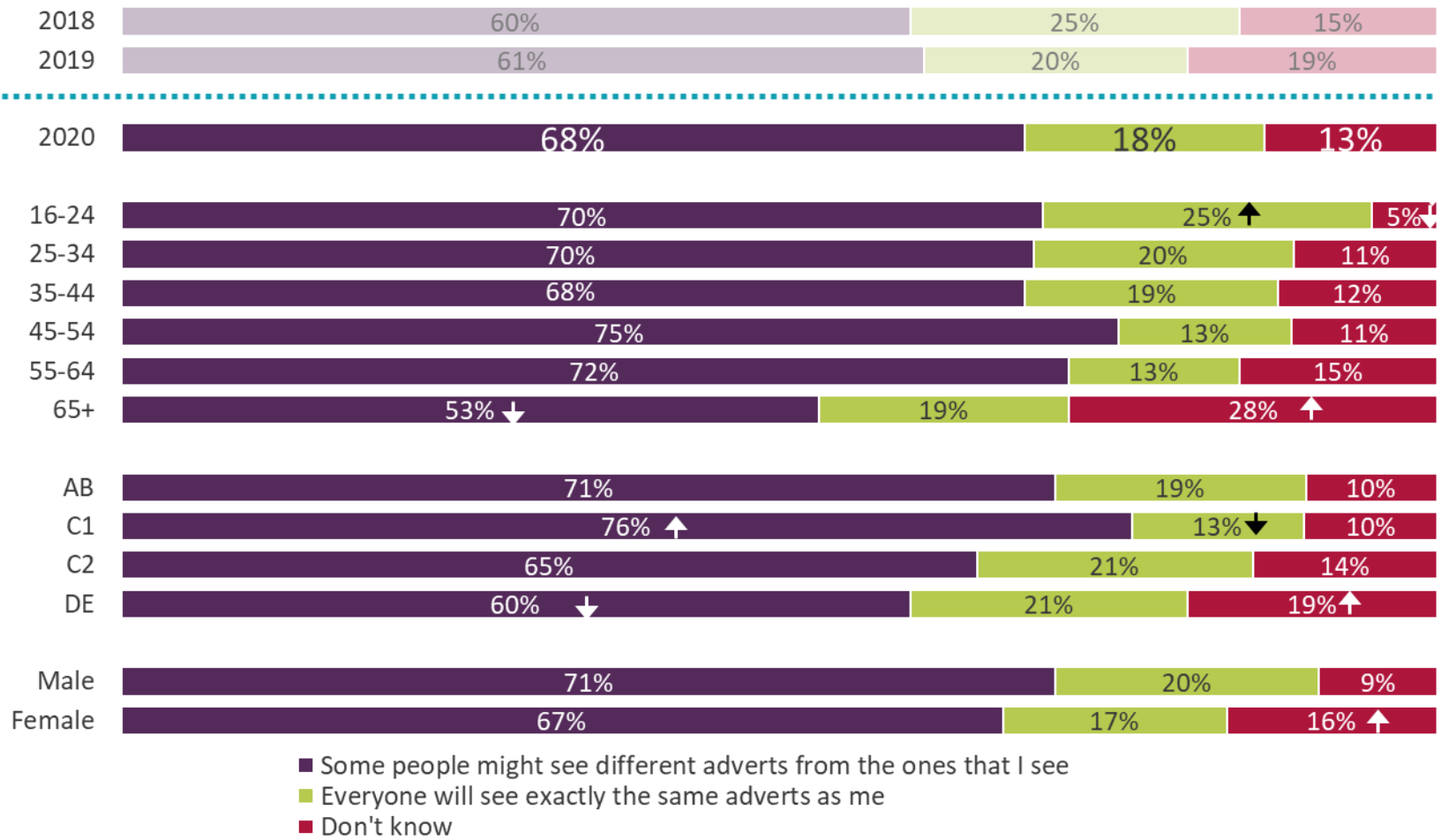


Source: Ofcom Adult Media Literacy Tracker 2020
 IN11D. When you see or read things online, how confident are you in recognising what is advertising and what is not? (single coded)
 Base : All who go online, excluding those responding by post (2776 aged 16+, varies by demographic)
 Arrows show significant differences (99% level) by age/ socio-economic group compared to all who go online and men compared to women



Two in three internet users are aware of personalised advertising, with awareness lower among those aged 65+ or in DE households.

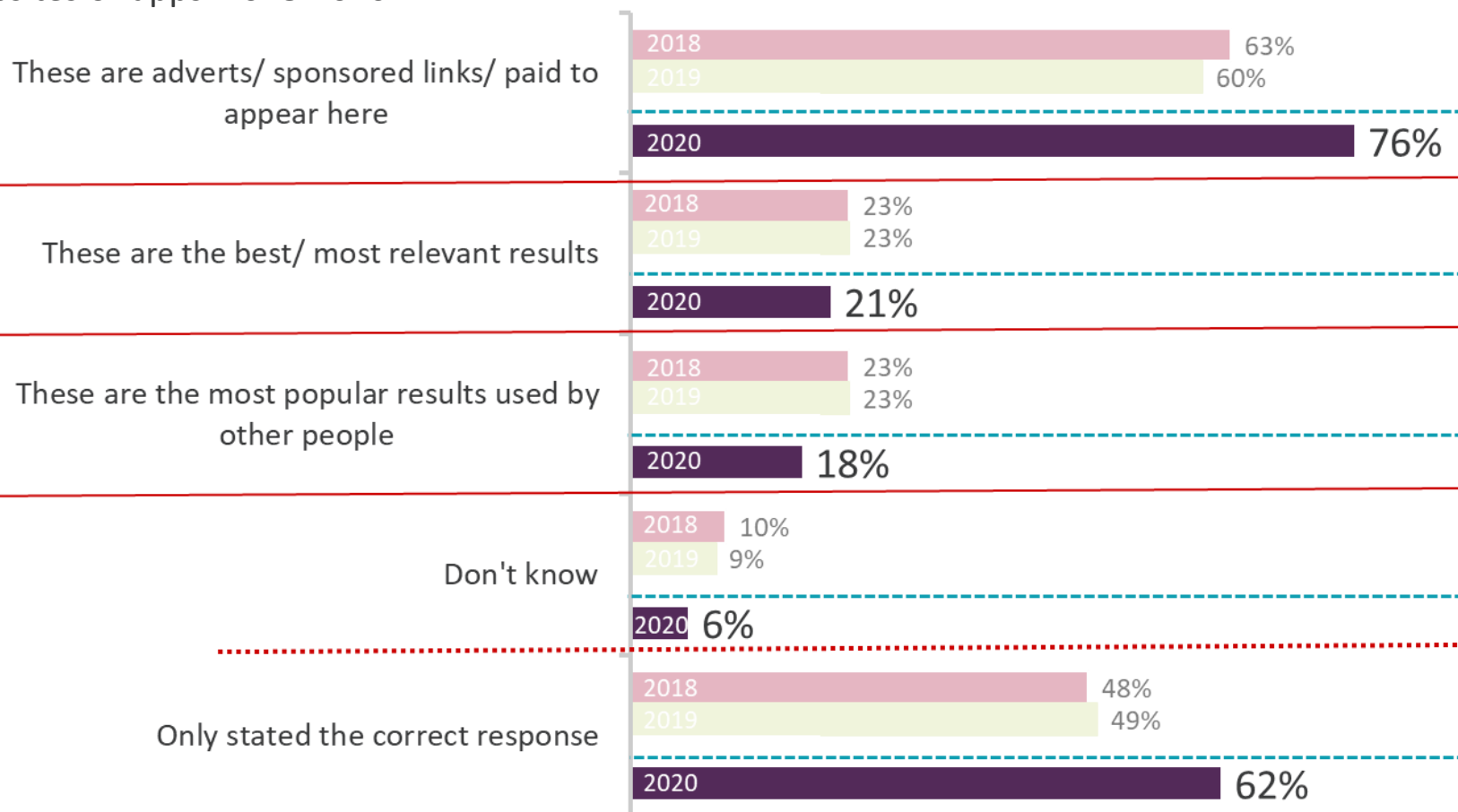
Awareness of personalised online advertising, by age, socio-economic group and gender; and by year: 2018-2020



Source: Ofcom Adult Media Literacy Tracker 2020
 IN48. When someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising you can see? (single coded)
 Base : All who go online, excluding those responding by post (2776 aged 16+, varies by demographic)
 Arrows show significant differences (99% level) by age/ socio-economic group compared to all who go online and men compared to women

Three-quarters of search engine users can identify sponsored links in search engine results.

Understanding of paid-for results returned by Google searches, among adults who use search engine websites or apps: 2018-2020



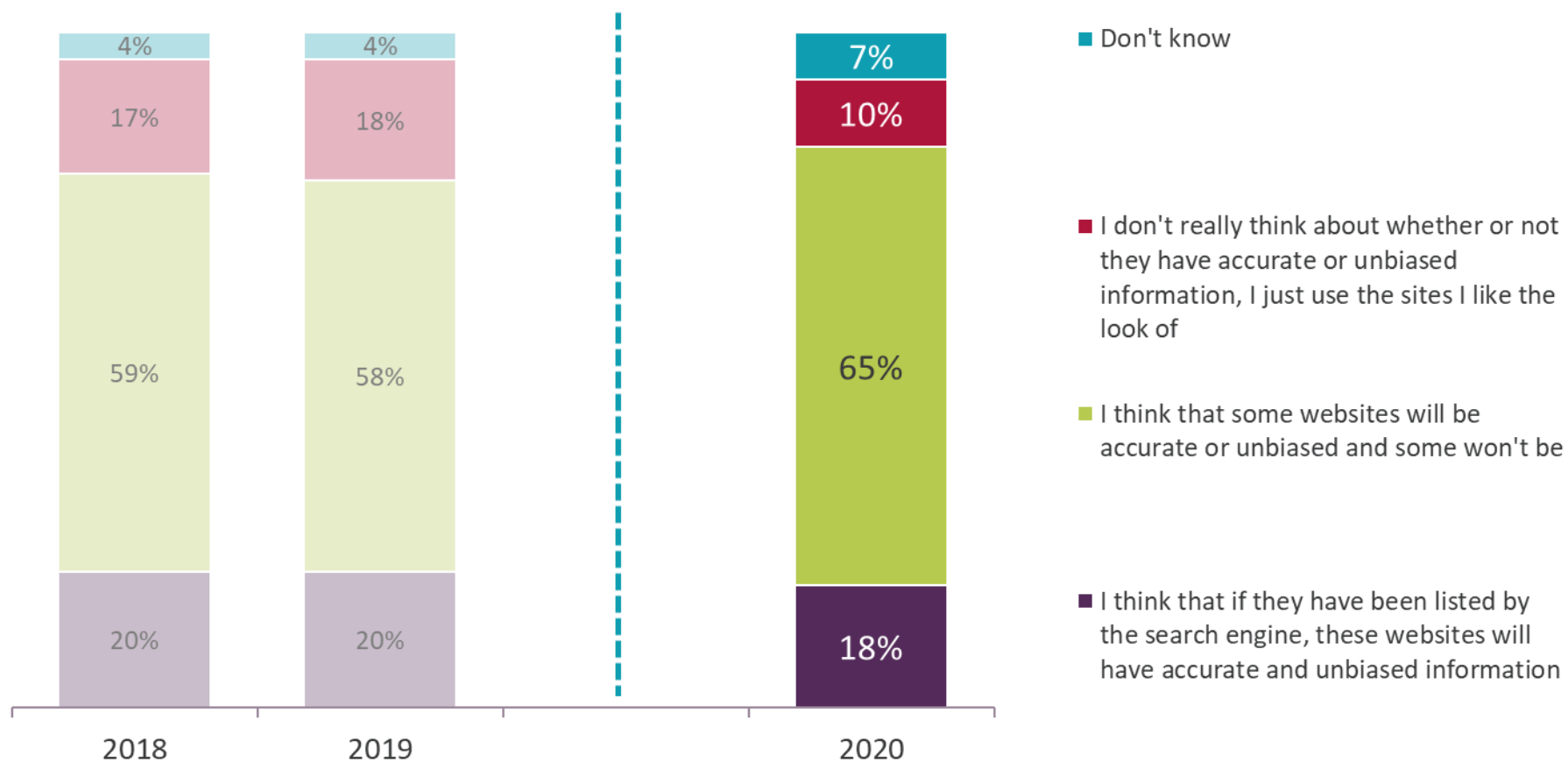
Source: Ofcom Adult Media Literacy Tracker 2020

IN47. Here's an image from a Google search for 'walking boots'. Do any of these apply to the first four results that are listed on the left?

Base : All who go online who have used search engines in the last year, excluding those responding by post (2603)

Close to one in five internet users are unaware that some search results may contain inaccurate or biased content.

Understanding of how search engines operate: 2018-2020



Source: Ofcom Adult Media Literacy Tracker 2020

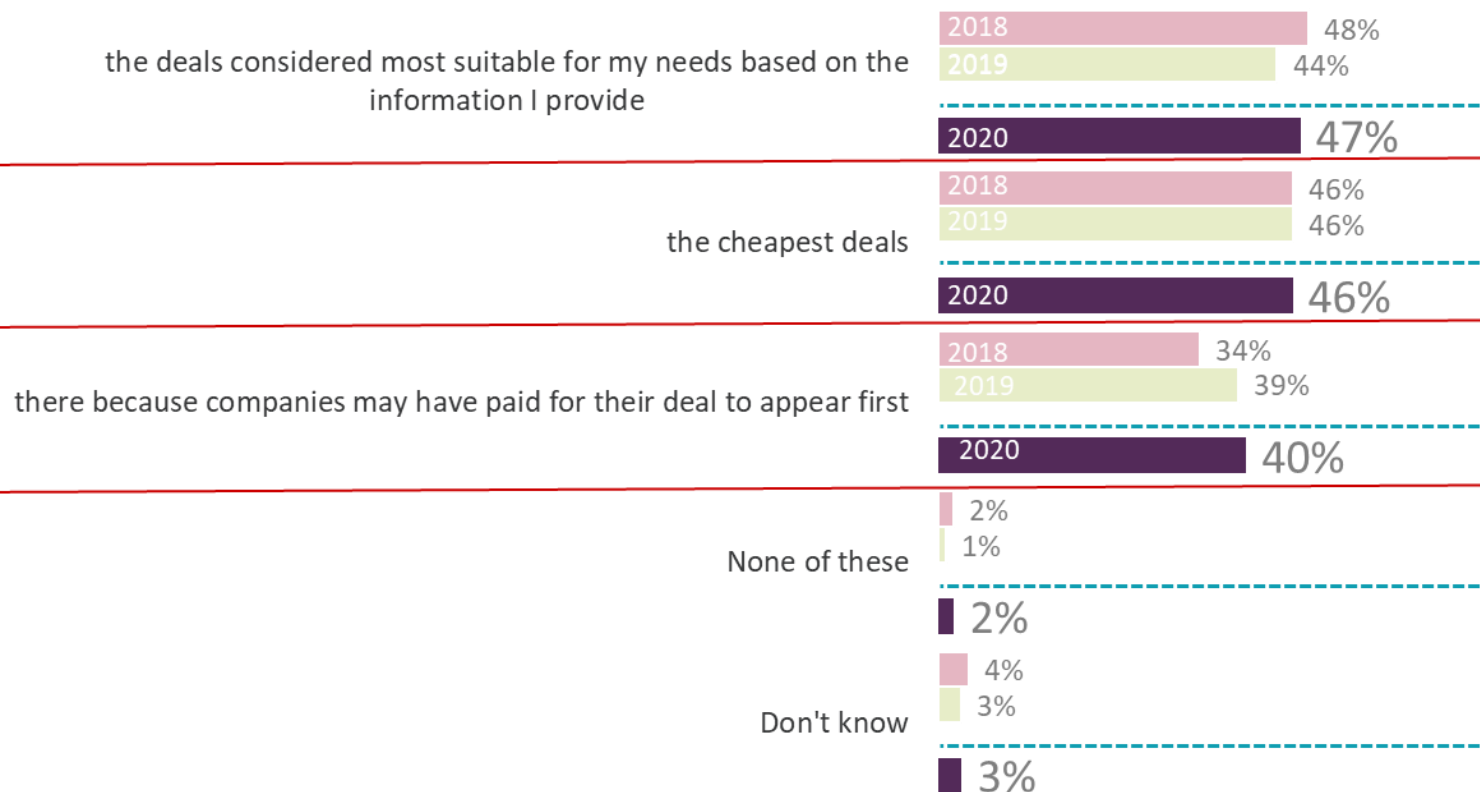
IN46. When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (single-coded)

Base : All who go online who have used search engines in the last year, excluding those responding by post (2603)

Under half of price comparison website users are aware of the potential for sponsored content to be prioritised.

Understanding of the deals listed first by Price Comparison websites: 2018-2020

I think the deals that are listed first could be....



Source: Ofcom Adult Media Literacy Tracker 2020

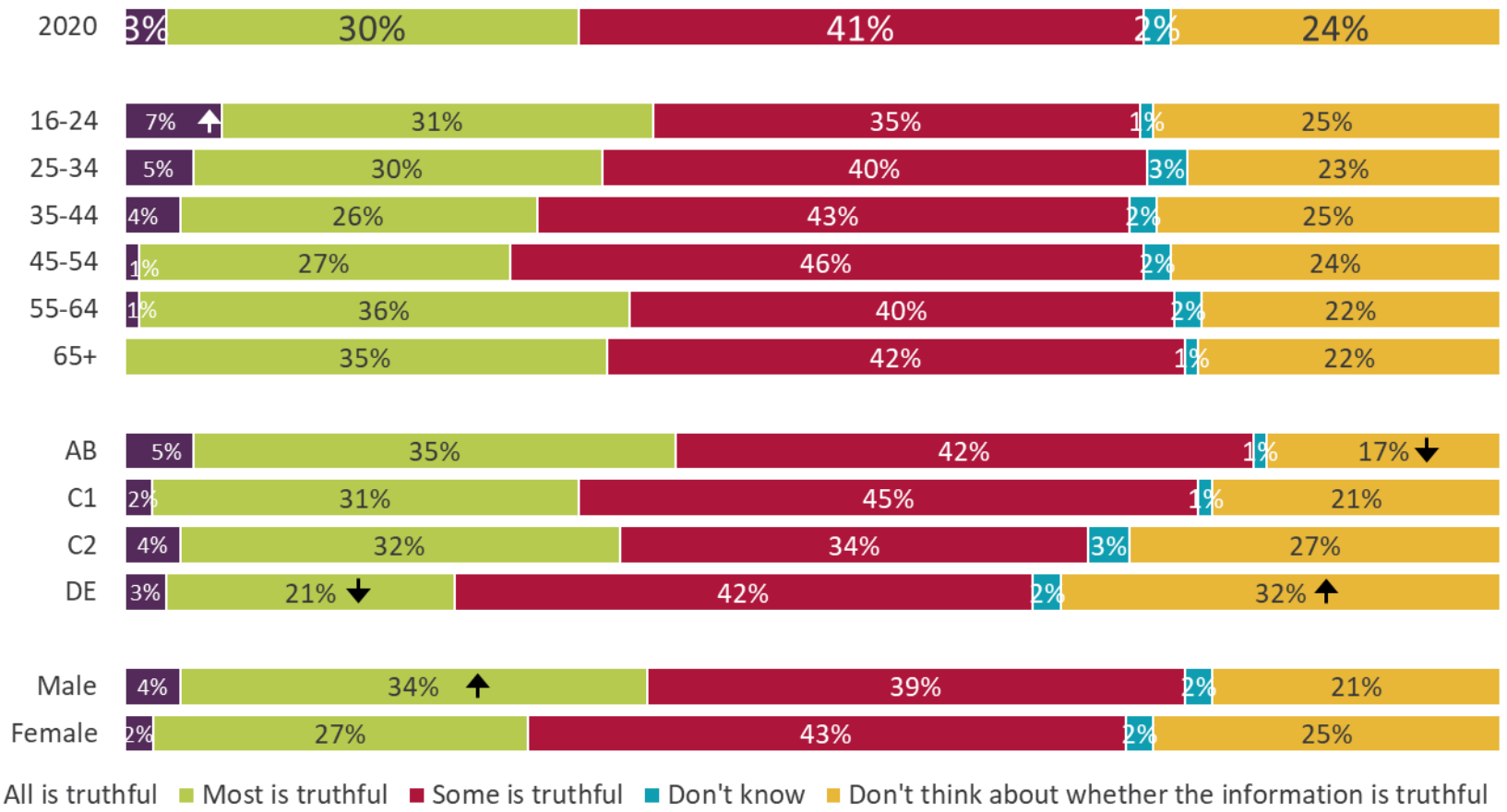
IN57. Which of the following options could apply to the deals listed first in the search results returned by Price Comparison websites or apps? When I use a price comparison website, I think that the deal or deals that are listed first could be... (multi-coded)

Base : All who go online who have ever used a price comparison website , excluding those responding by post (2252)



One third of internet users believe that all or most of the information they find online is truthful and one quarter don't think about this.

Extent to which internet users believe the truthfulness of factual information they find online, by age, socio-economic group and gender; and by year: 2018-2020



Source: Ofcom Adult Media Literacy Tracker 2020

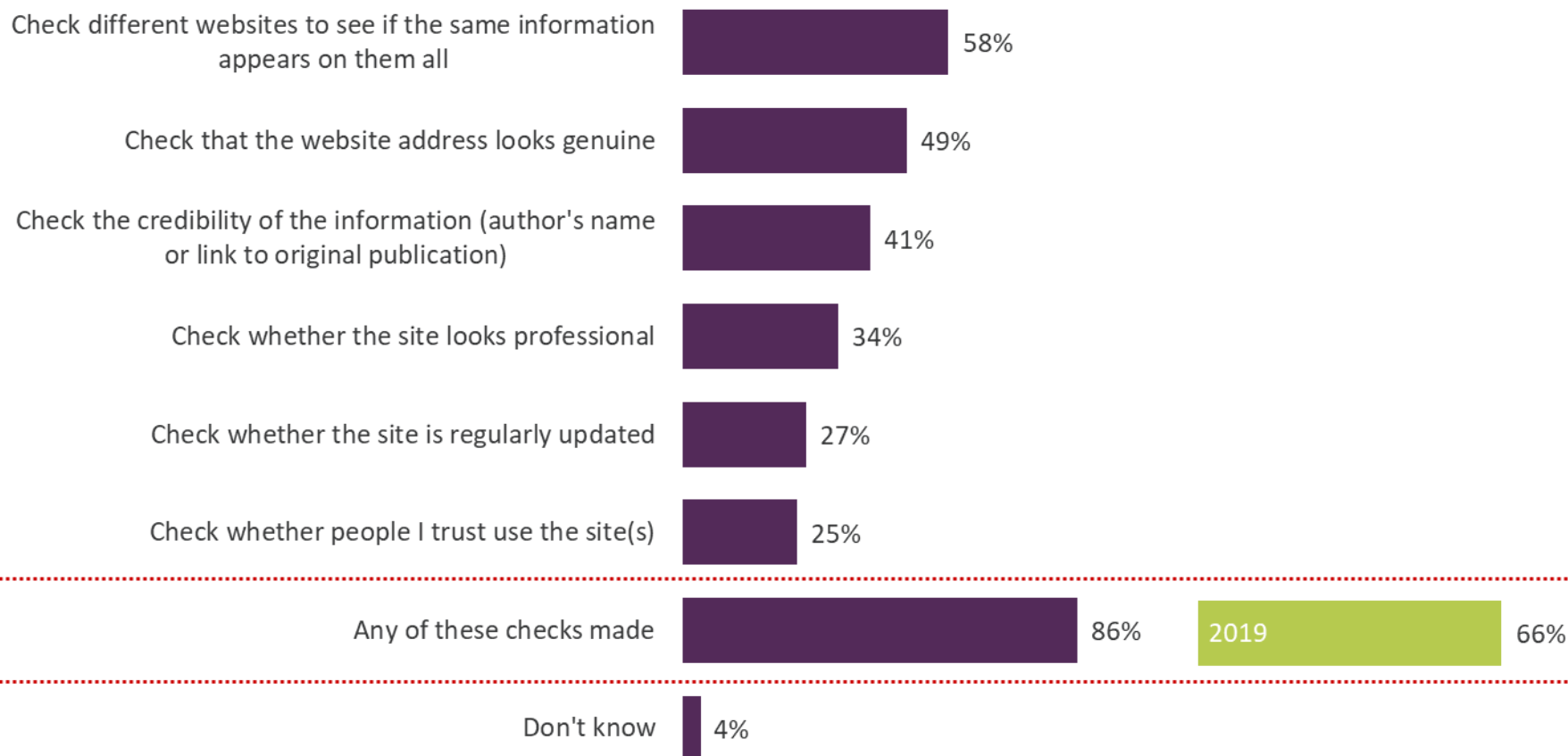
IN37A. Thinking generally, when you find factual information online, perhaps on search engines like Google, do you ever think about whether the information you find is truthful? (single coded) / IN37B. And do you believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful? (single coded)

Base : All who go online, excluding those responding by post (2776 aged 16+, varies by demographic)

Arrows show significant differences (99% level) by age / socio-economic group compared to all internet users and men compared to women

In 2020, most internet users who consider the truthfulness of online information say they would validate the information found across other websites.

Checking the accuracy of factual information found online: 2020



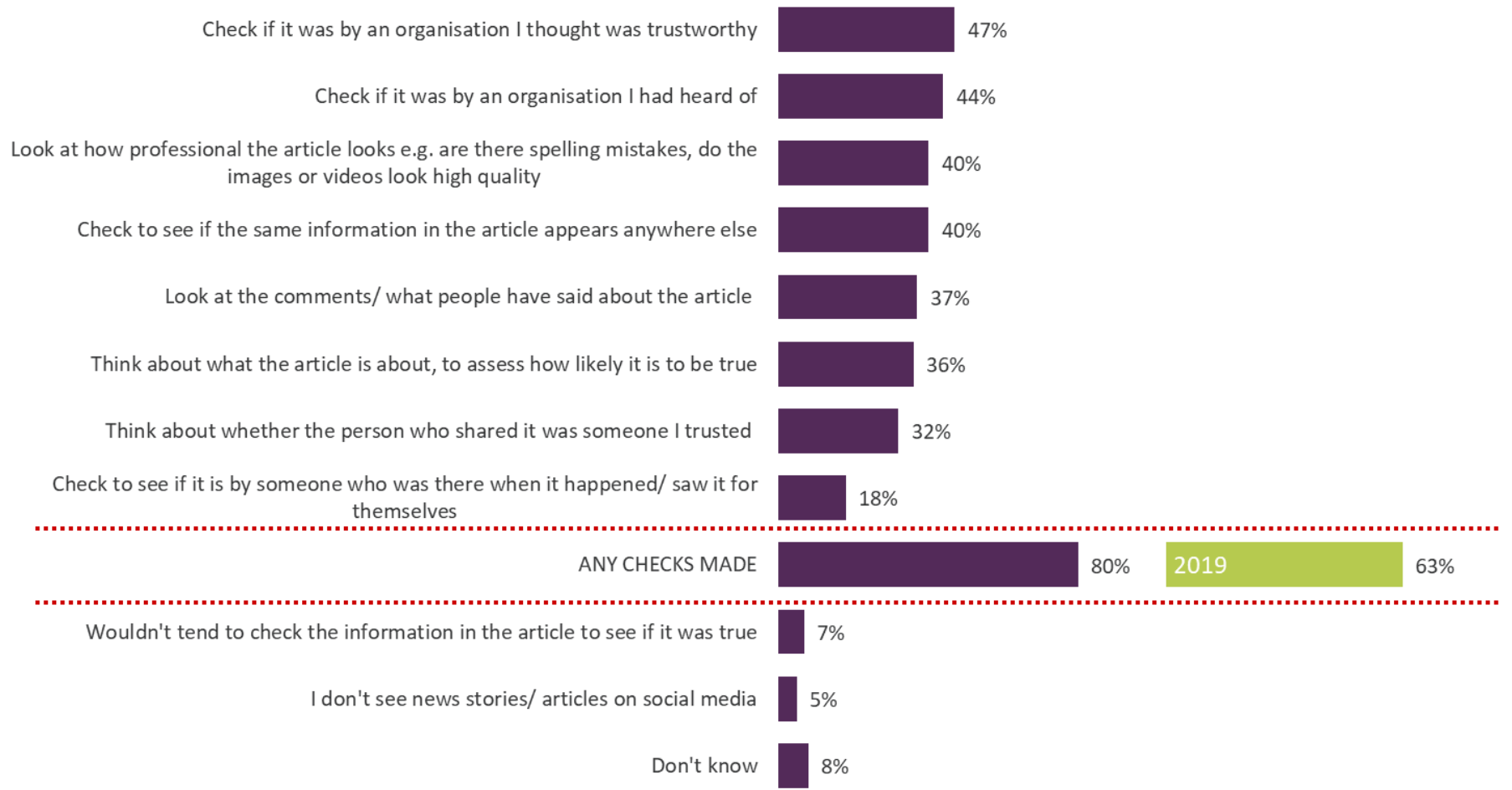
Source: Ofcom Adult Media Literacy Tracker 2020

IN38. When you find factual information online, perhaps through search engines like Google, do you check if the information is truthful in any of these ways? (multi-coded)

Base : All who go online who consider the truthfulness of online information, excluding those responding by post (2140)

Four in five social media site users say they make checks on news stories or articles appearing on social media.

Potential checks made on news stories or articles appearing on social media to verify if they are true: 2020



Source: Ofcom Adult Media Literacy Tracker 2020

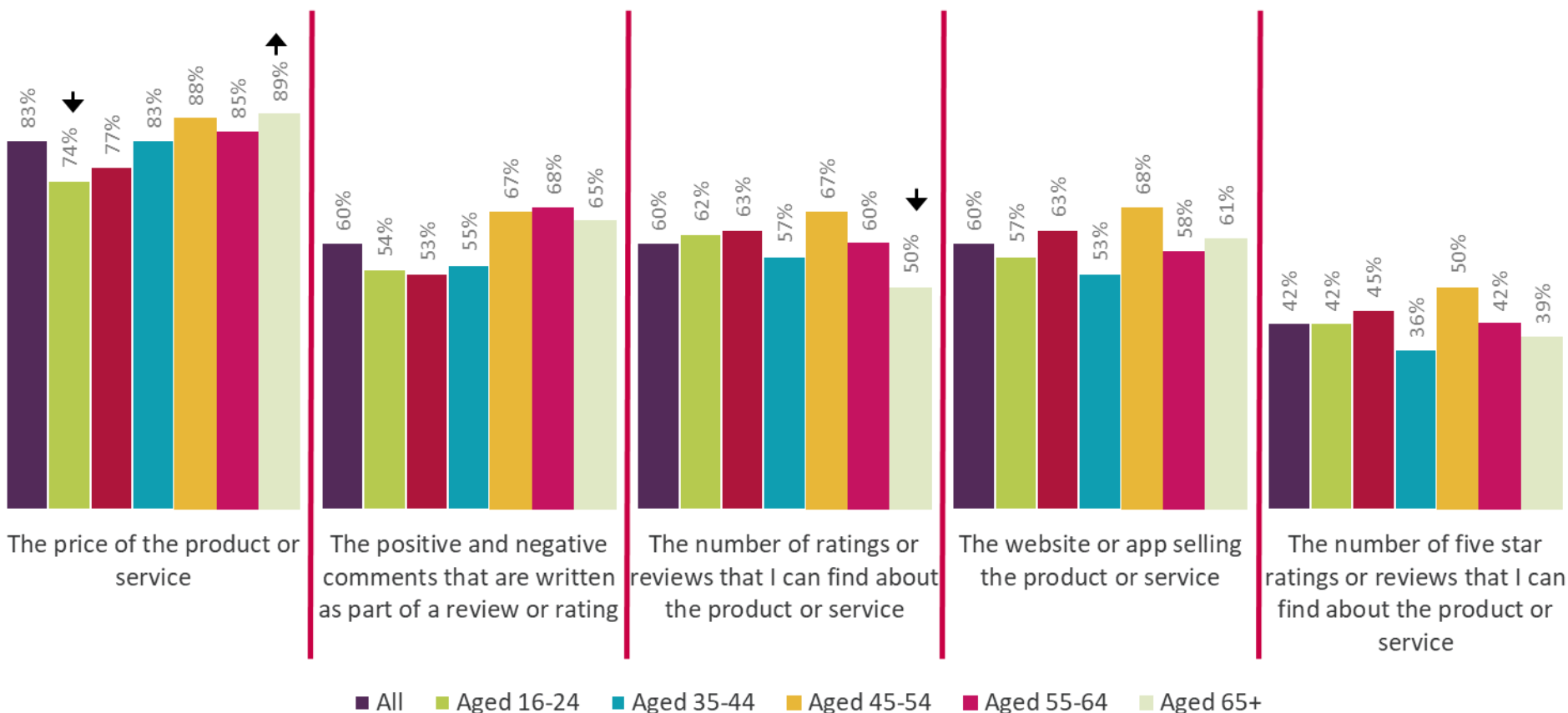
IN29. When you read or see a news story or article on social media sites or apps which, if any, of these things would you ever do if you wanted to check the information in the article to see if it was true? For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit on social media. (multi-coded)

Base : All who use social media sites or apps, excluding those responding by post (2231)

Importance of ratings or reviews

Four in five internet users who purchase online think price is important.

Considerations before purchasing online amongst those who purchase online, by age: 2020



Source: Ofcom Adult Media Literacy Tracker 2020

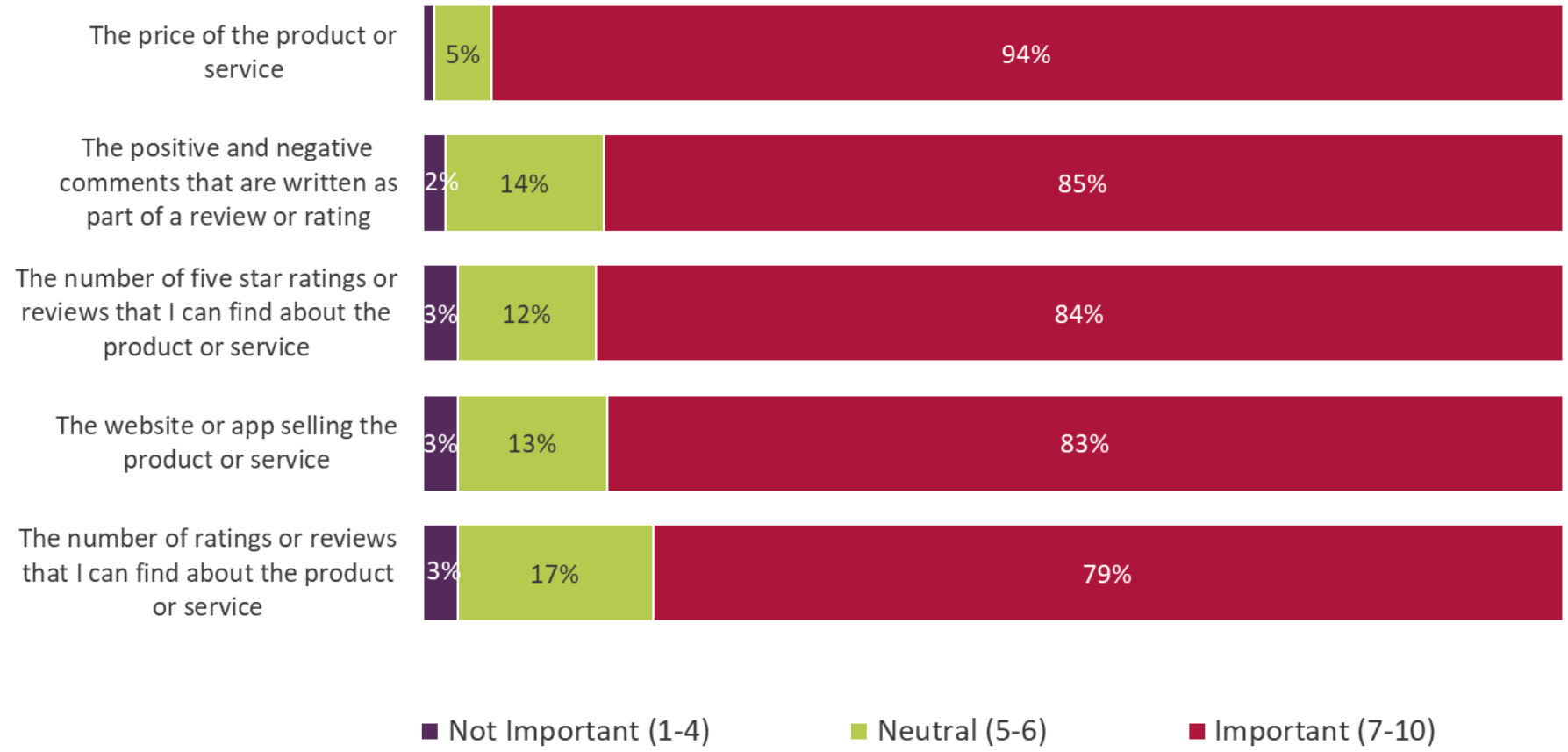
IN64A. When you are thinking about buying a product or service online, which, if any, of the following things would you consider before deciding whether to go ahead with the purchase? (multi-coded)

Base: All adults aged 16+ who purchase online, excluding those responding by post (2433, varies by age)

Arrows show significant differences (99% level) in 2020 by age compared to all internet users who purchase online

Positive and negative comments are more likely to be viewed as important compared to the number of ratings or reviews.

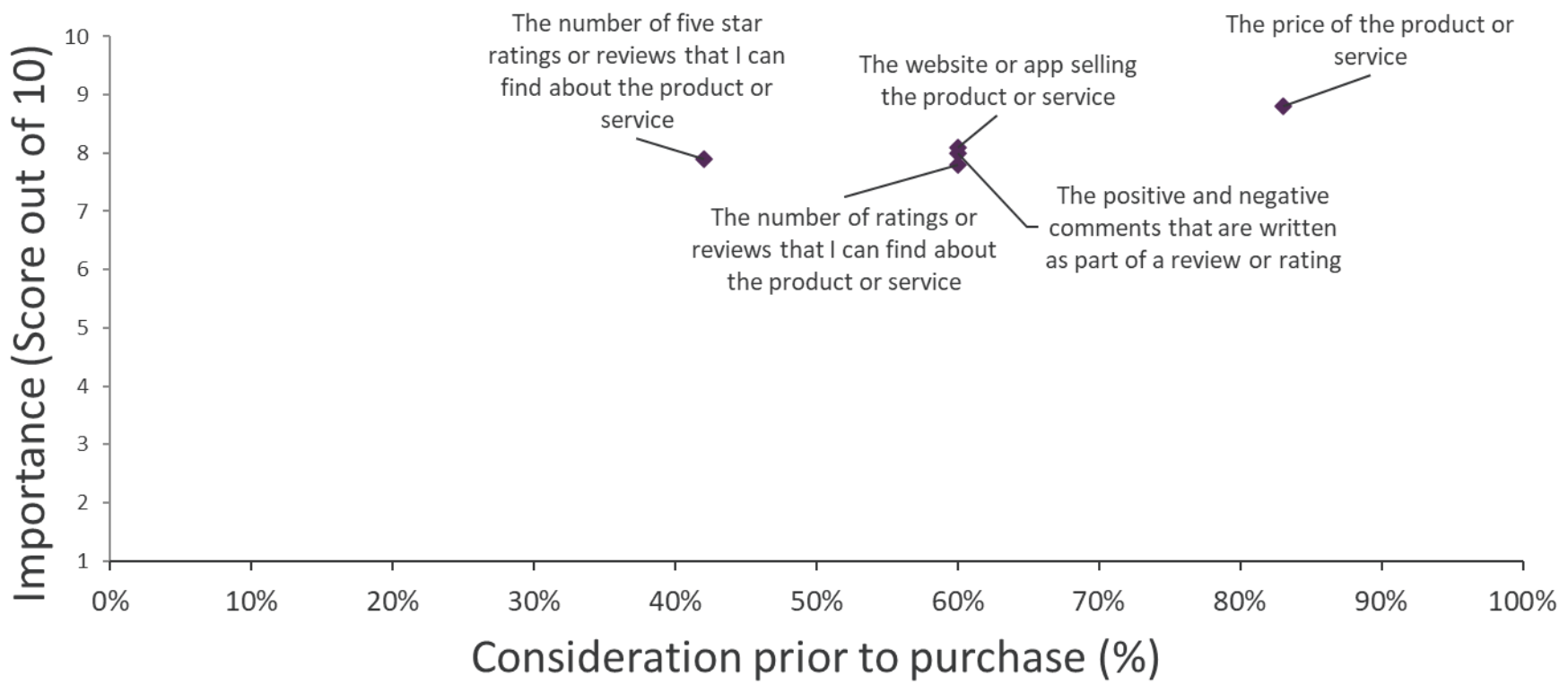
Importance in purchase decision making amongst those who consider each element: 2020



Source: Ofcom Adult Media Literacy Tracker 2020
 IN65A-E. IMPORTANCE IN PURCHASE DECISION MAKING - On a scale of 1 to 10 where 1 means not at all important and 10 means extremely important, how important are each of the following in your decision about whether to purchase a product or service online? (single coded)
 Base : All who go online (excluding those responding by post) who, ahead of purchase, would consider each element (Varies by element, ranging from 990 - 2037).

The price of the product or service is the most important consideration, however those who purchase goods/ services online are less likely to consider the number of five star ratings or reviews.

Consideration and importance of factors before purchasing online, amongst those who purchase online: 2020



Source: Ofcom Adult Media Literacy Tracker 2020

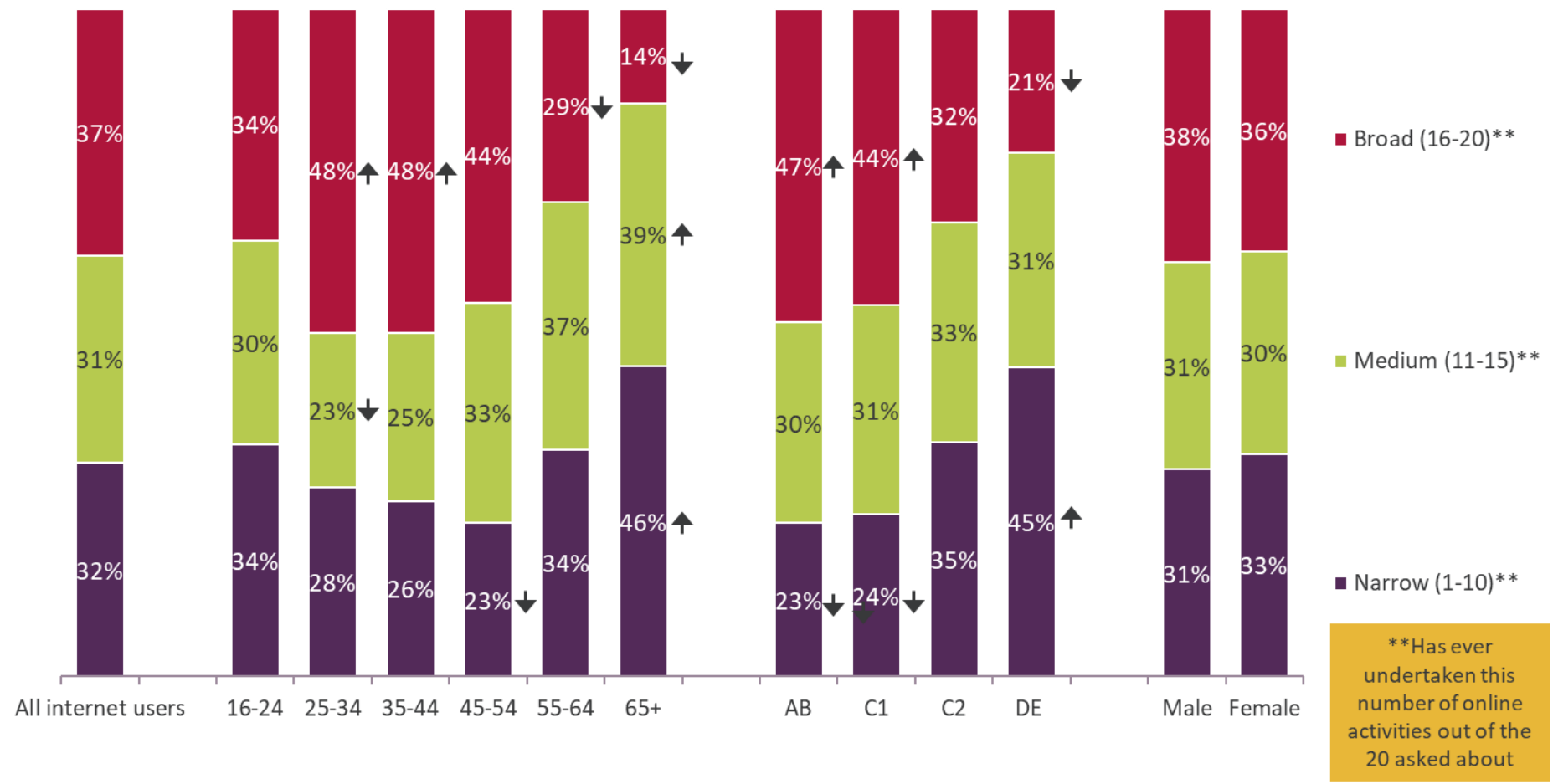
IN64A. When you are thinking about buying a product or service online, which, if any, of the following things would you consider before deciding whether to go ahead with the purchase? (multi-coded) . Base: All adults aged 16+ who go online, excluding those responding by post who purchase online (2433, varies by age)

IN65A-E. IMPORTANCE IN PURCHASE DECISION MAKING - On a scale of 1 to 10 where 1 means not at all important and 10 means extremely important, how important are each of the following in your decision about whether to purchase a product or service online? (single coded) Base : All who go online (excluding those responding by post)

Narrow users of the internet

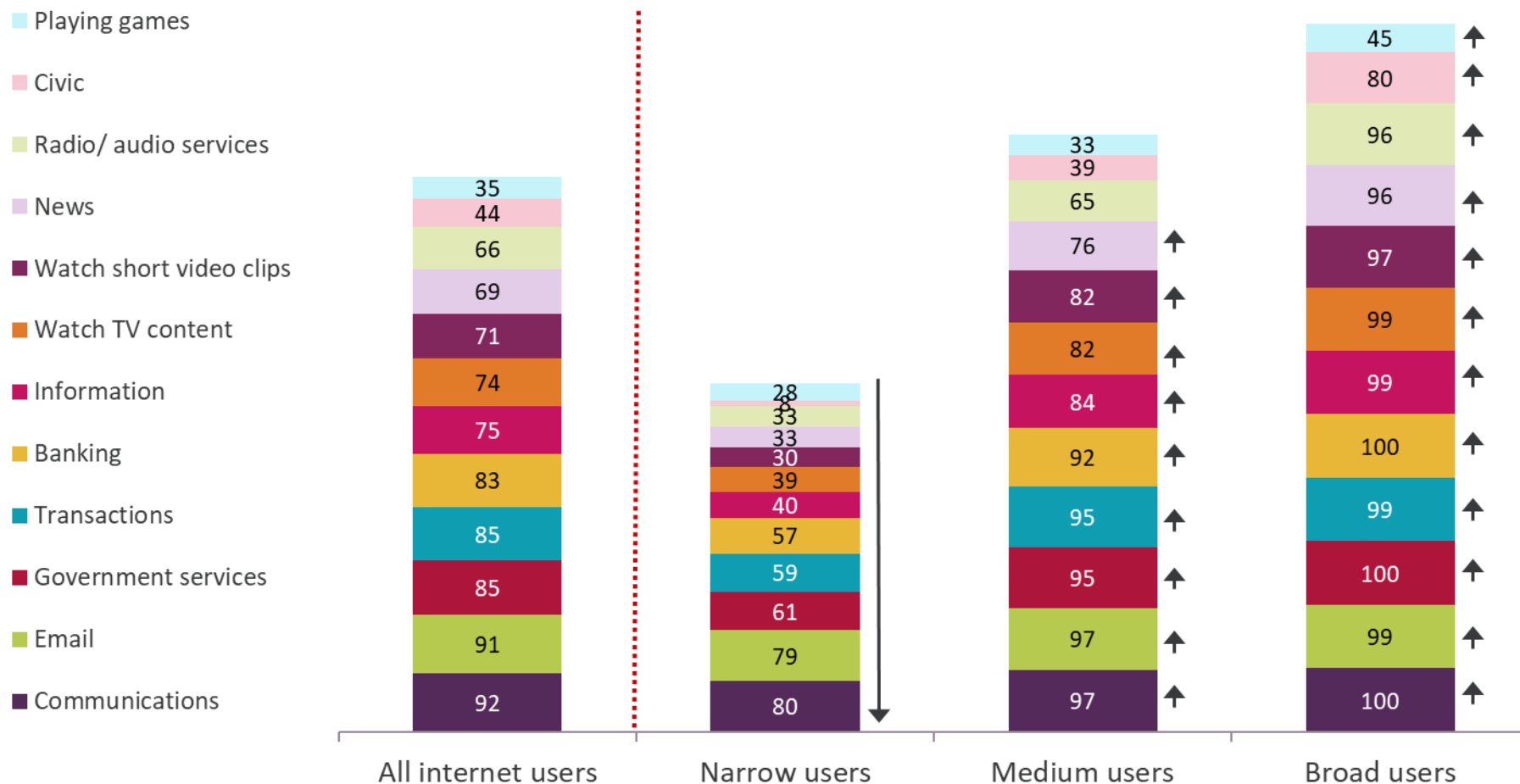
Internet users aged 65+ and those in DE households are more likely than average to be narrow users.

Breadth of use of the internet, by age, socio-economic group and gender: 2020



Only five of the 12 types of internet use have ever been undertaken by most narrow users.

Categories of use of the internet – narrow, medium and broad users: 2020



Ofcom Adult Media Literacy Tracker 2020

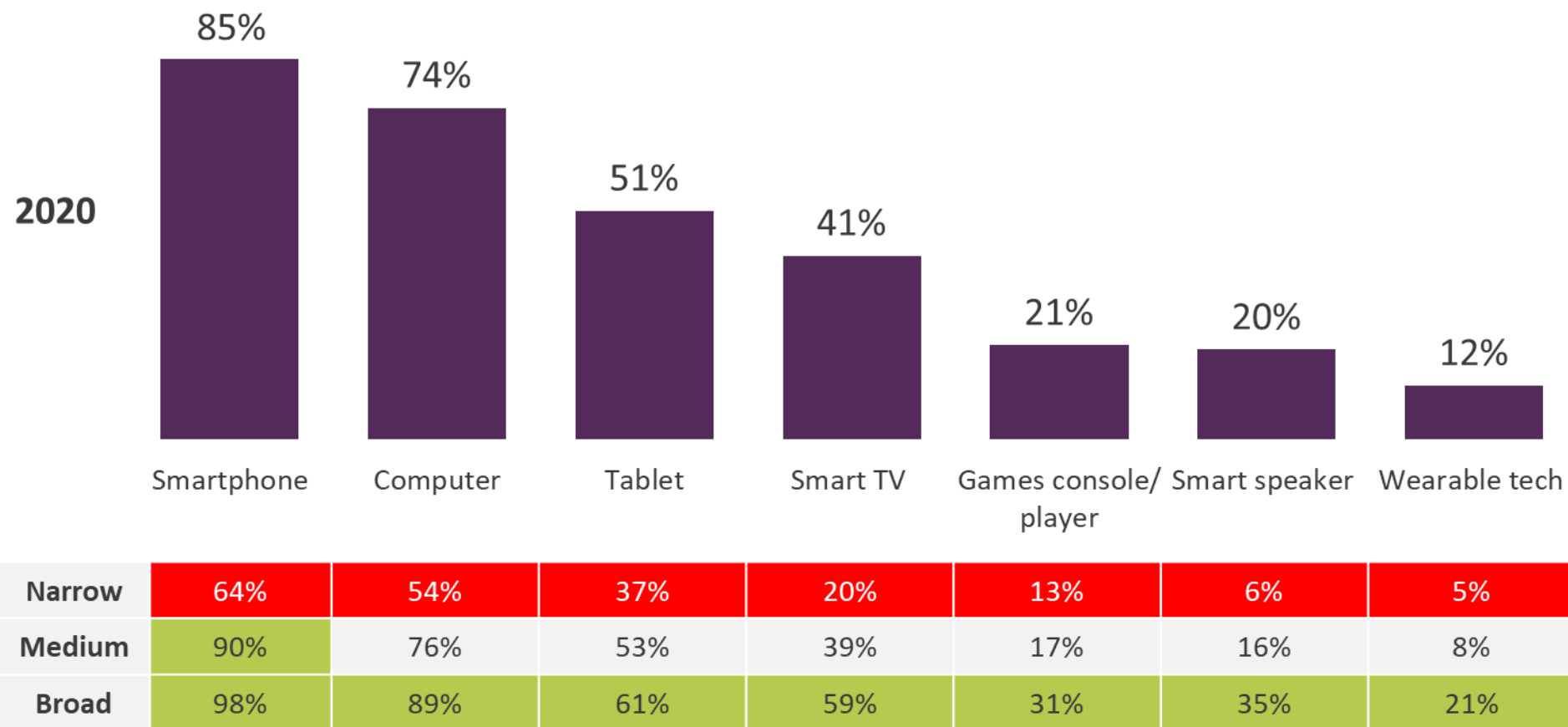
IN13. Which, if any, of these activities have you ever done online? (multi-coded)

Base: All adults aged 16+ who go online, including those responding by post that gave a response (2957 in 2020), narrow (933), medium (979) and broad users (1023)

Arrows show significant differences (99% level) between any of the breadth of user categories and all internet users

Narrow users are less likely than average to use each type of device to go online.

Devices used to go online, by breadth of use of the internet: 2020



Source: Ofcom Adult Media Literacy Tracker 2020

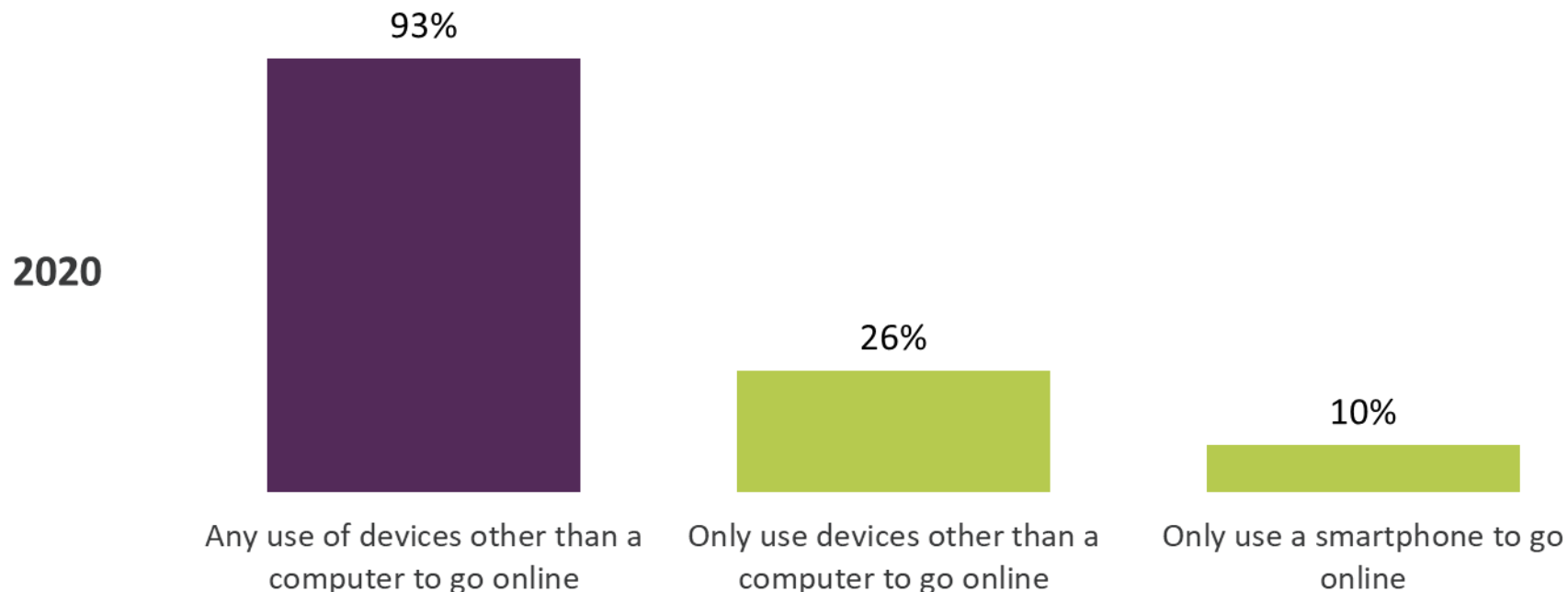
IN2A. Do you go online using any of these devices? (multi-coded)

Base: All adults aged 16+ who go online, excluding those responding by post (2776 in 2020), narrow (801), medium (945) and broad users (1010)

Coloured boxes show significant differences (99% level) between any of the breadth of user categories and all internet users

Narrow users are twice as likely as the average internet user to only use a smartphone to go online – accounting for one in five of all.

Use of devices other than a computer to go online by breadth of use of the internet: 2020



	Any use of devices other than a computer to go online	Only use devices other than a computer to go online	Only use a smartphone to go online
Narrow	82%	46%	19%
Medium	97%	24%	8%
Broad	99%	11%	4%

Source: Ofcom Adult Media Literacy Tracker 2020

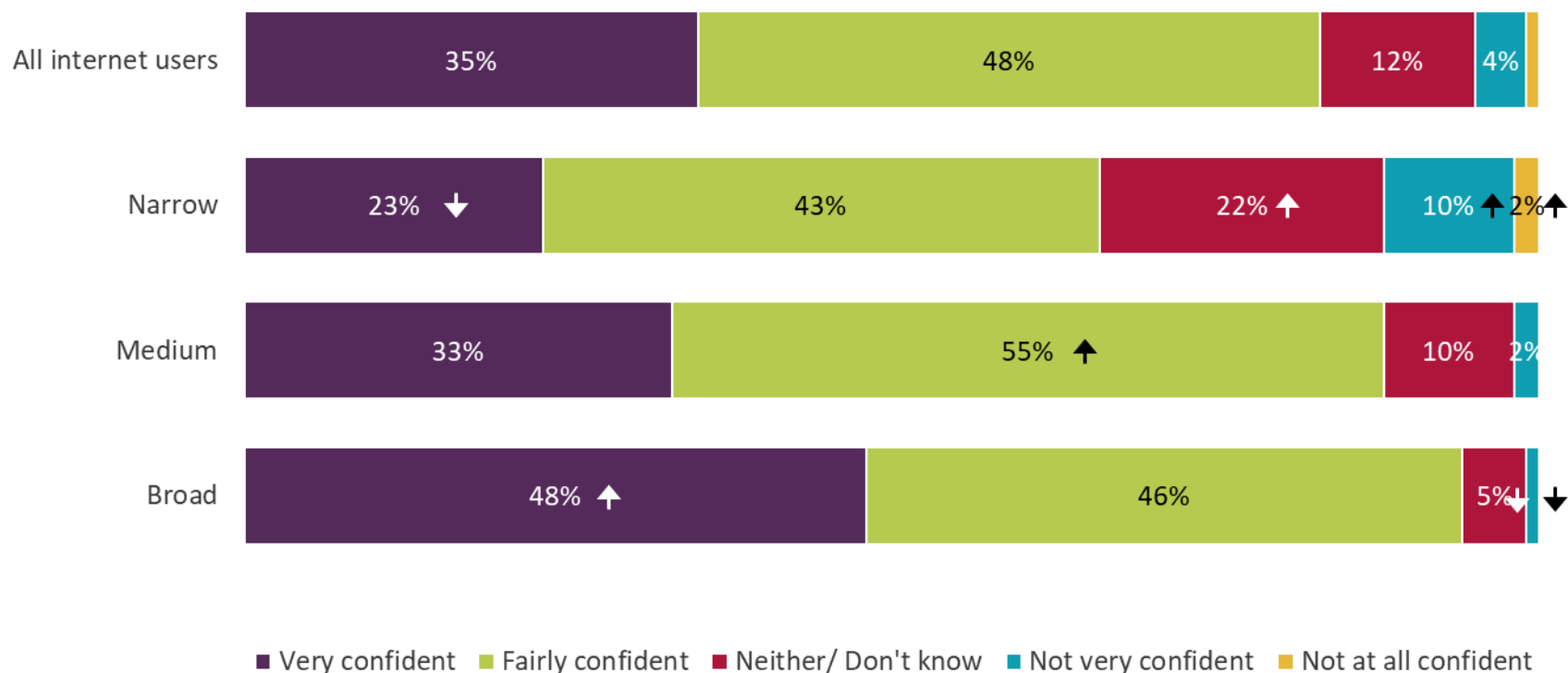
IN2A. Do you go online using any of these devices? (multi-coded)

Base: All adults aged 16+ who go online, excluding those responding by post (2776 in 2020), narrow (801), medium (945) and broad users (1010)

Coloured boxes show significant differences (99% level) between any of the breadth of user categories and all internet users

While close to one quarter of narrow users say they are very confident internet users; twice as many broad users say this.

Confidence as an internet user, by breadth of use of the internet: 2020



Source: Ofcom Adult Media Literacy Tracker 2020

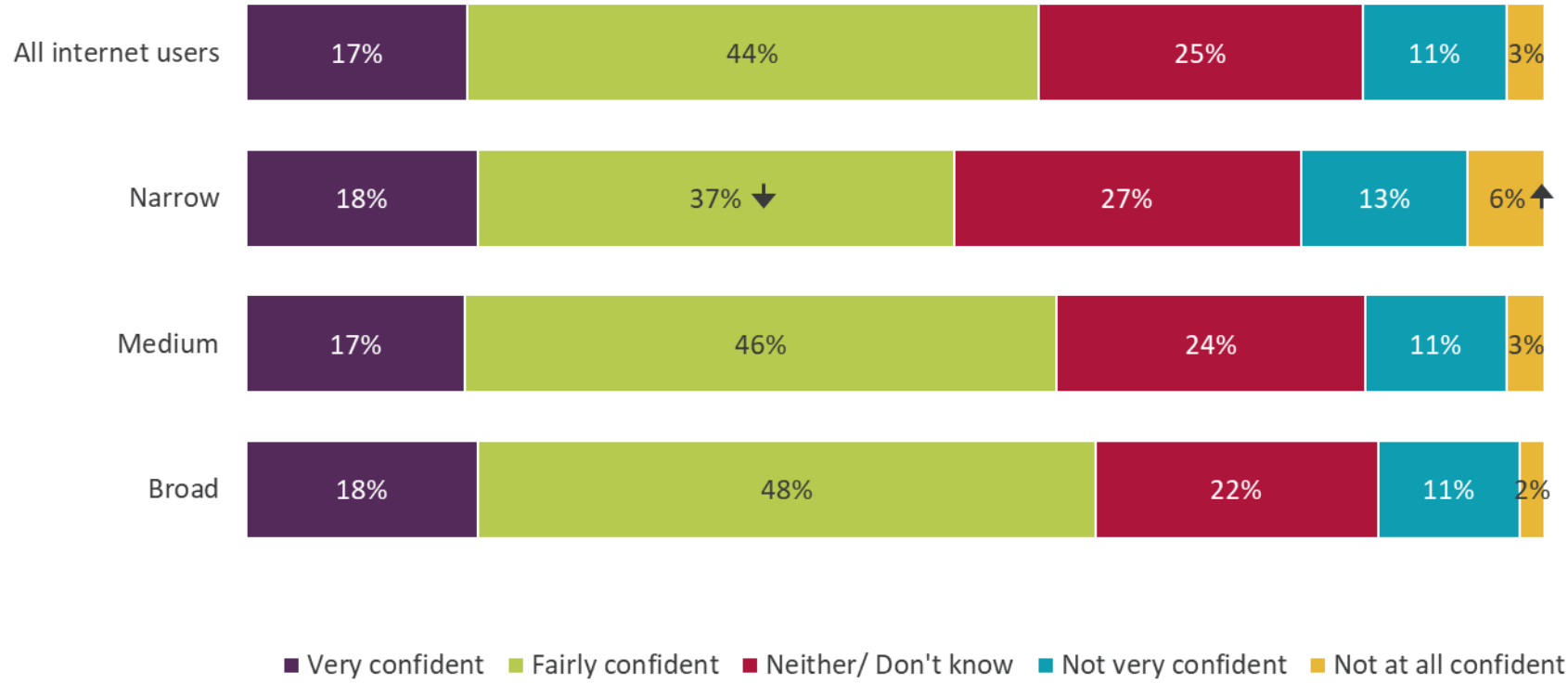
IN11A. Overall, how confident are you as an internet user? (single coded)

Base: Adults aged 16+ who go online, excluding those responding by post (2776 in 2020), narrow (801), medium (945) and broad users (1010)

Arrows show significant differences (99% level) between any of the breadth of user categories and all internet users

Narrow users are more likely than average to say they are 'not at all confident' in knowing how to manage access to their personal data online.

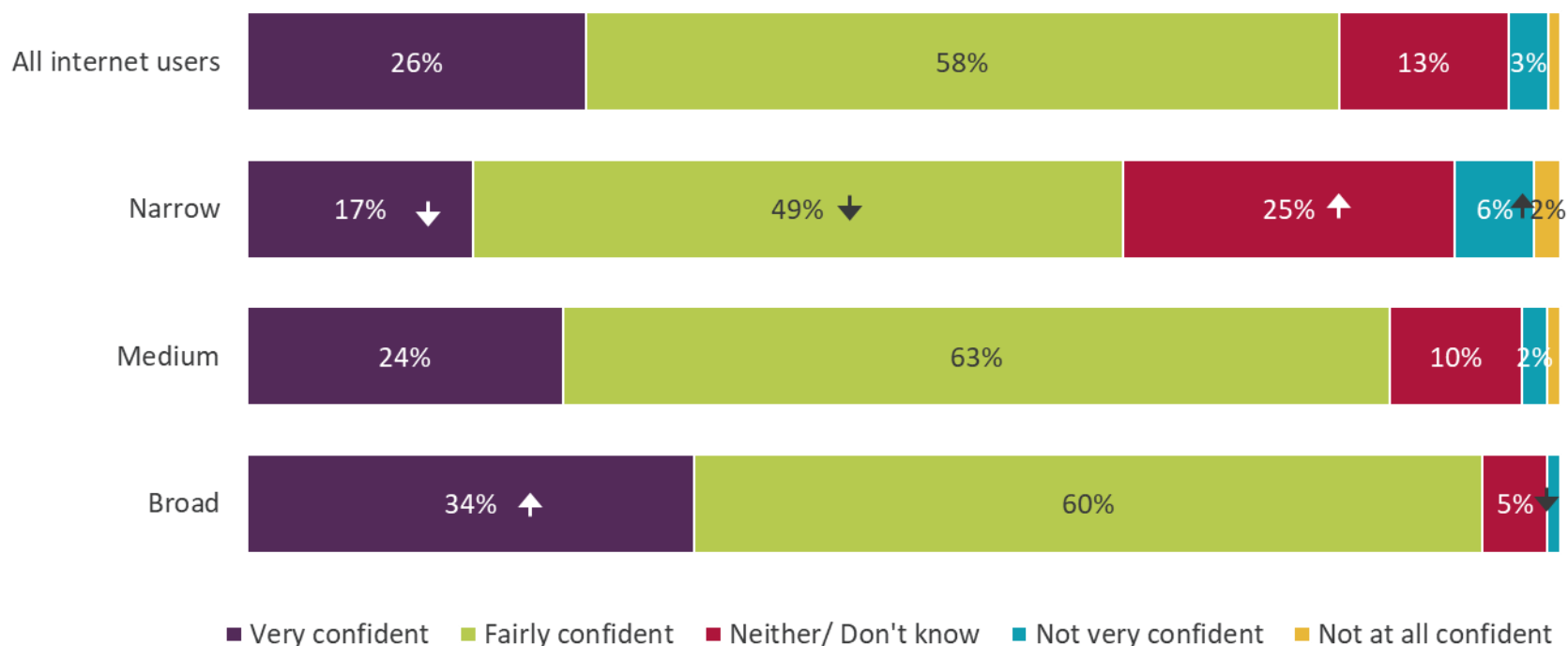
Confidence in knowing how to manage access to their personal data online, by breadth of use of the internet: 2020



Source: Ofcom Adult Media Literacy Tracker 2020
 IN11C. How confident are you in knowing how to manage who has access to your personal data online? (single coded)
 Base: Adults aged 16+ who go online, excluding those responding by post (2776 in 2020), narrow (801), medium (945) and broad users (1010)
 Arrows show significant differences (99% level) between any of the breadth of user categories and all internet users

Narrow users are less likely than average to say they are confident in recognising online advertising.

Confidence in recognising online advertising, by breadth of use of the internet: 2020



Source: Ofcom Adult Media Literacy Tracker 2020

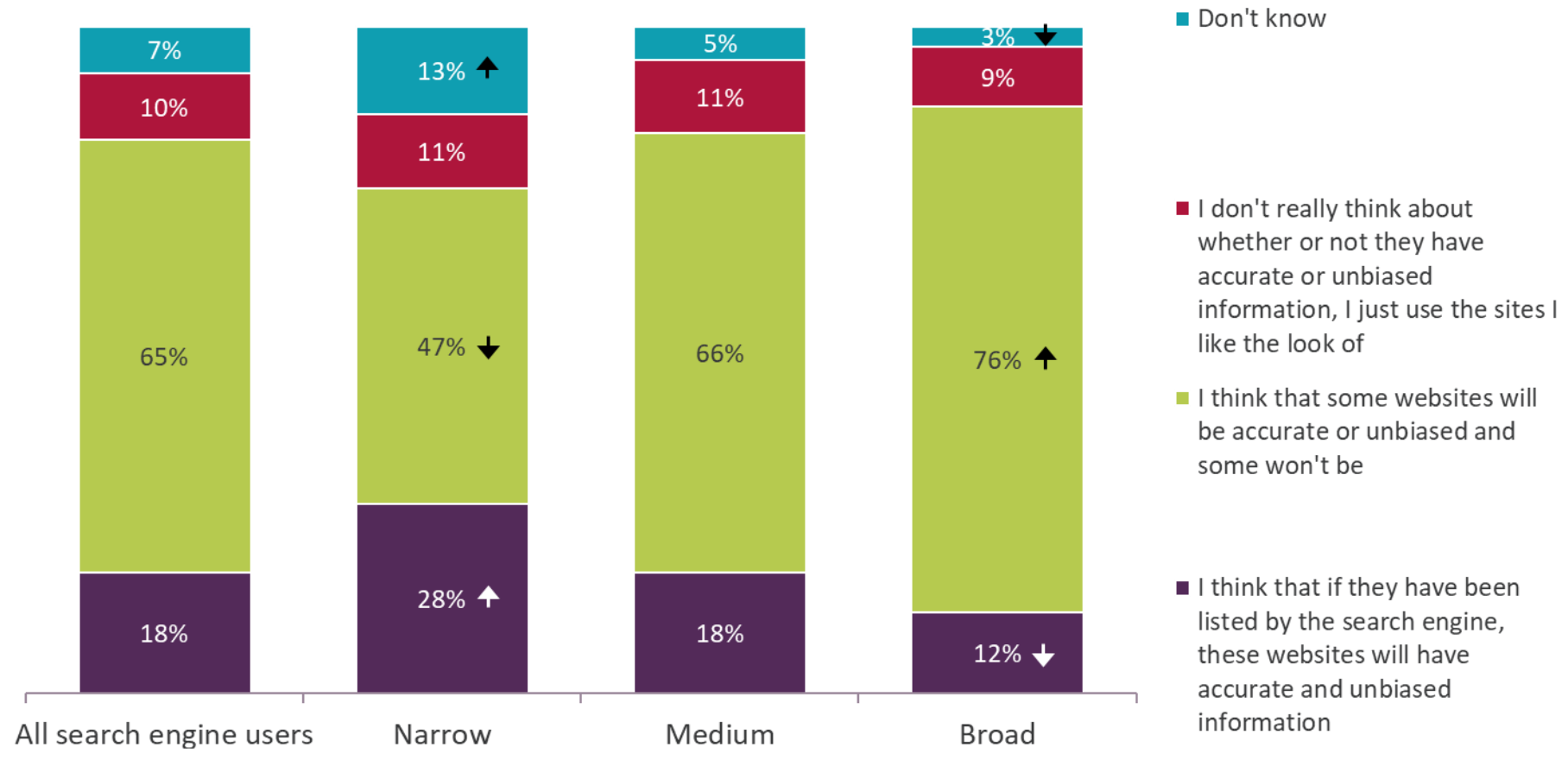
IN11D. When you see or read things online, how confident are you in recognising what is advertising and what is not? (single coded)

Base: Adults aged 16+ who go online, excluding those responding by post (2776 in 2020), narrow (801), medium (945) and broad users (1010)

Arrows show significant differences (99% level) between any of the breadth of user categories and all internet users

Narrow internet users are more likely than average to think that search engine results are accurate and unbiased.

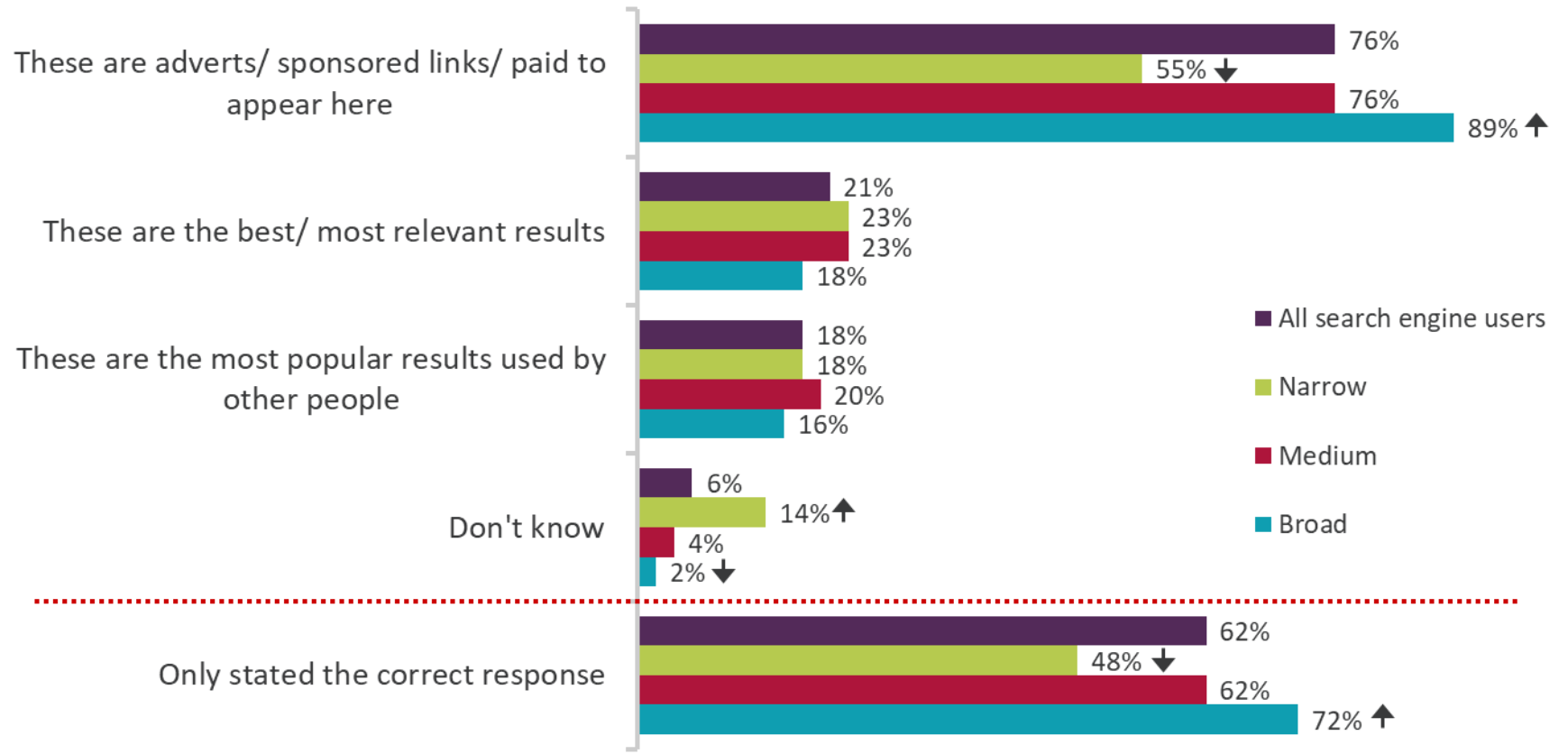
Understanding of how search engines operate, by breadth of use of the internet : 2020



Source: Ofcom Adult Media Literacy Tracker 2020
 IN46. When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (single-coded)
 Base : All who go online who have used search engines in the last year, excluding those responding by post (2603), narrow (674), medium (922) and broad users (1000)
 Arrows show significant differences (99% level) between any of the breadth of user categories and all search engine users

Narrow users are less likely than average to recognise advertising in search engine results.

Understanding of paid-for results returned by Google searches, among adults who use search engine websites or apps, by breadth of use of the internet: 2020



Source: Ofcom Adult Media Literacy Tracker 2020

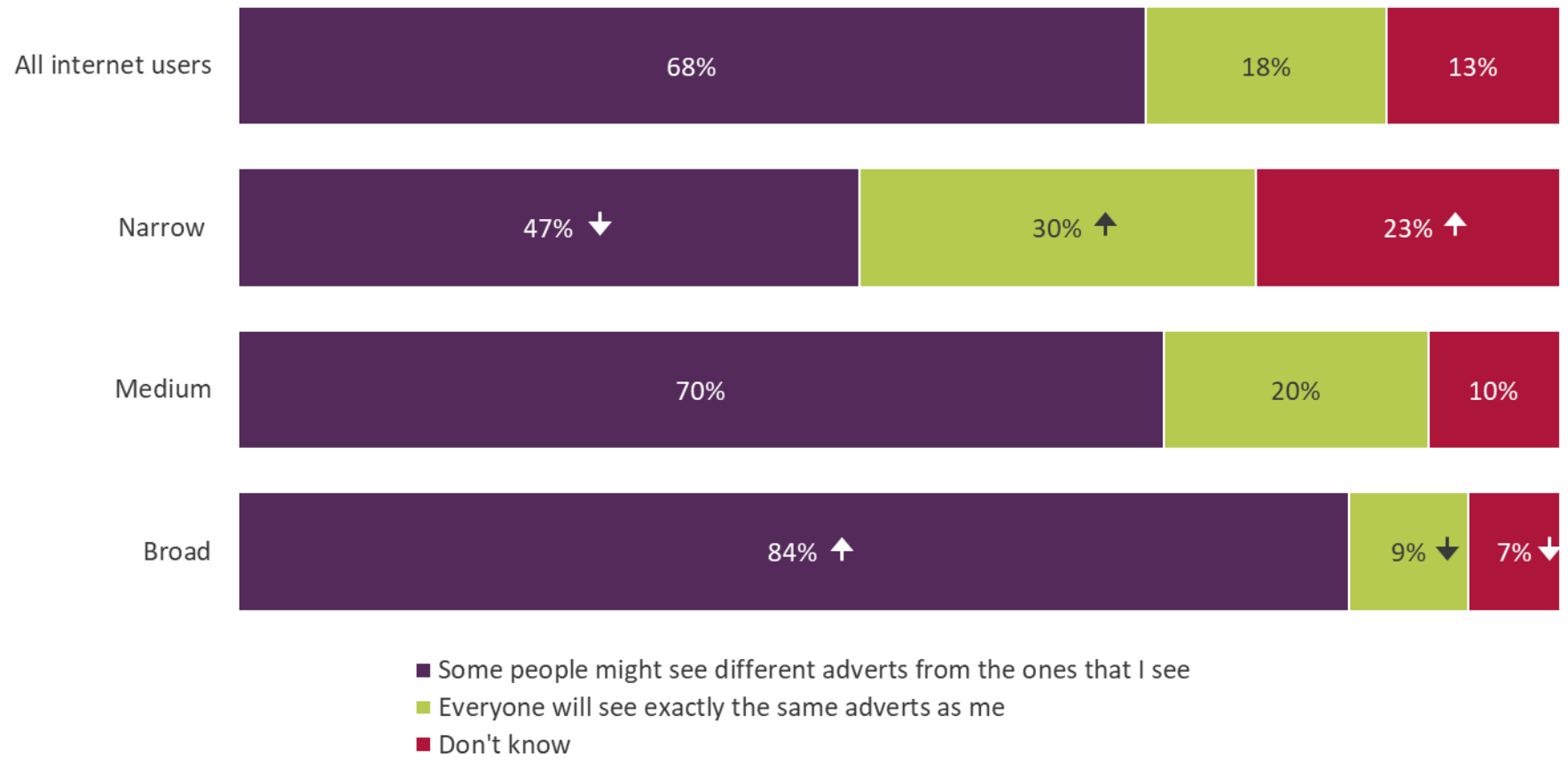
IN47. Here's an image from a Google search for 'walking boots'. Do any of these apply to the first four results that are listed on the left?

Base : All who go online who have used search engines in the last year, excluding those responding by post (2603), narrow (674), medium (922) and broad users (1000)

Arrows show significant differences (99% level) between any of the breadth of user categories and all search engine users

A minority of narrow users are aware of personalised advertising.

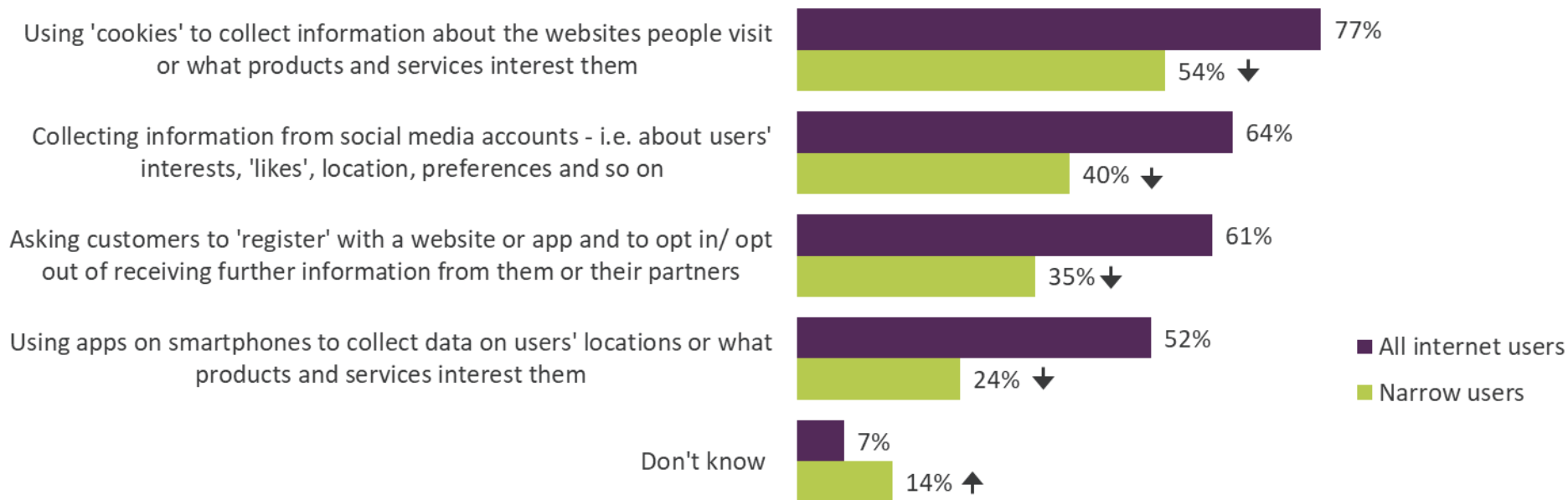
Awareness of personalised online advertising, by breadth of use of the internet: 2020



Source: Ofcom Adult Media Literacy Tracker 2020
 IN48. When someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising you can see? (single coded)
 Base : All who go online, excluding those responding by post (2776 aged 16) narrow (801), medium (945) and broad users (1010)
 Arrows show significant differences (99% level) between any of the breadth of user categories and all internet users

Narrow users have lower awareness of each of the ways their personal information can be collected online.

Awareness of ways in which online companies can collect internet users' personal information, by breadth of use of the internet: 2020



	ANY OF THESE	ALL OF THESE
All	91%	40%
Narrow	82%	12%
Medium	95%	38%
Broad	97%	63%

Source: Ofcom Adult Media Literacy Tracker 2020

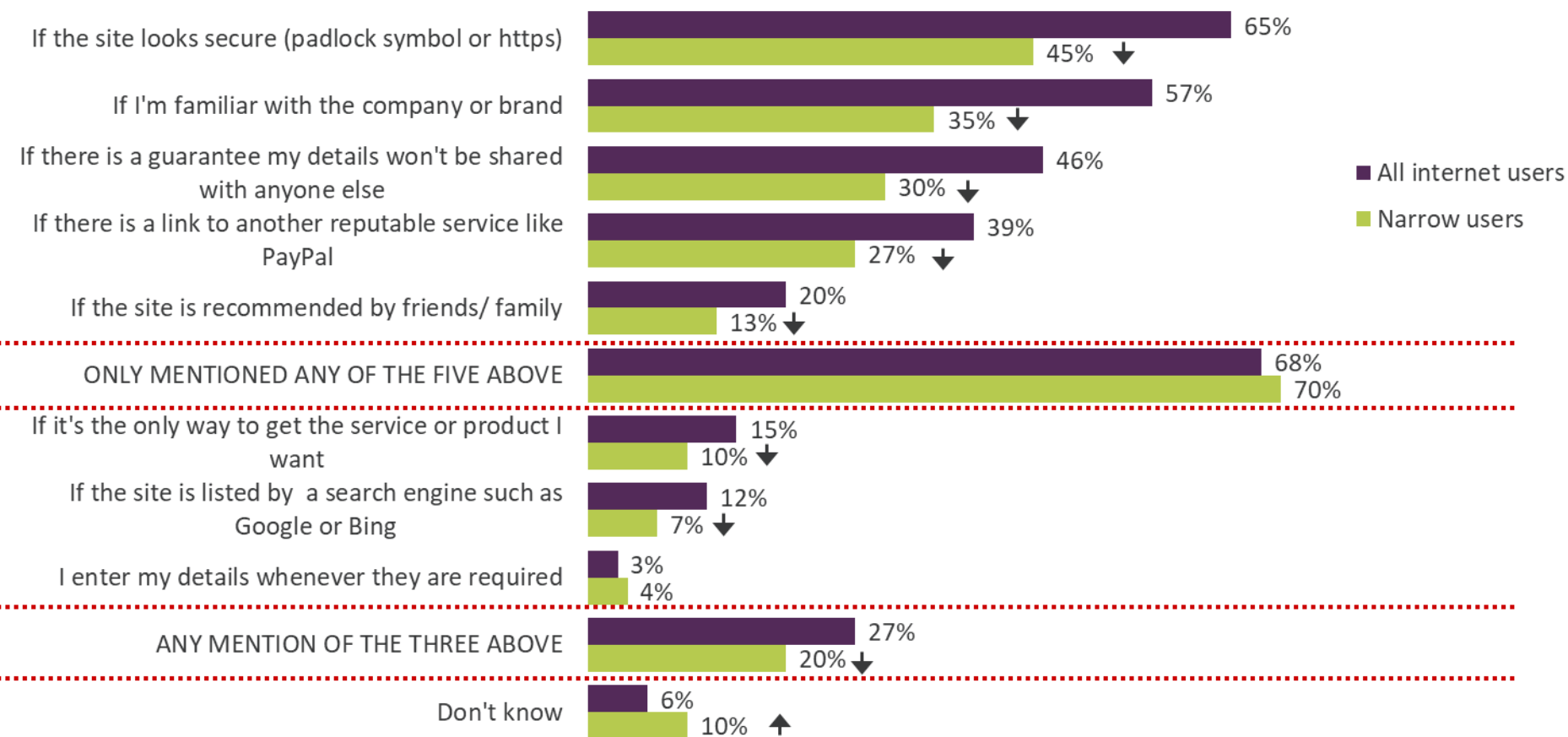
IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? (multi-coded)

Base : All who go online, excluding those responding by post (2776 in 2020), narrow (801), medium (945) and broad users (1010)

Arrows show significant differences (99% level) between narrow users and all internet users

Narrow users are less likely than internet users overall to make each of the types of checks before registering – both ‘correct’ and ‘incorrect’ checks.

Checks made before registering with websites, by breadth of use: 2020



Source: Ofcom Adult Media Literacy Tracker 2020

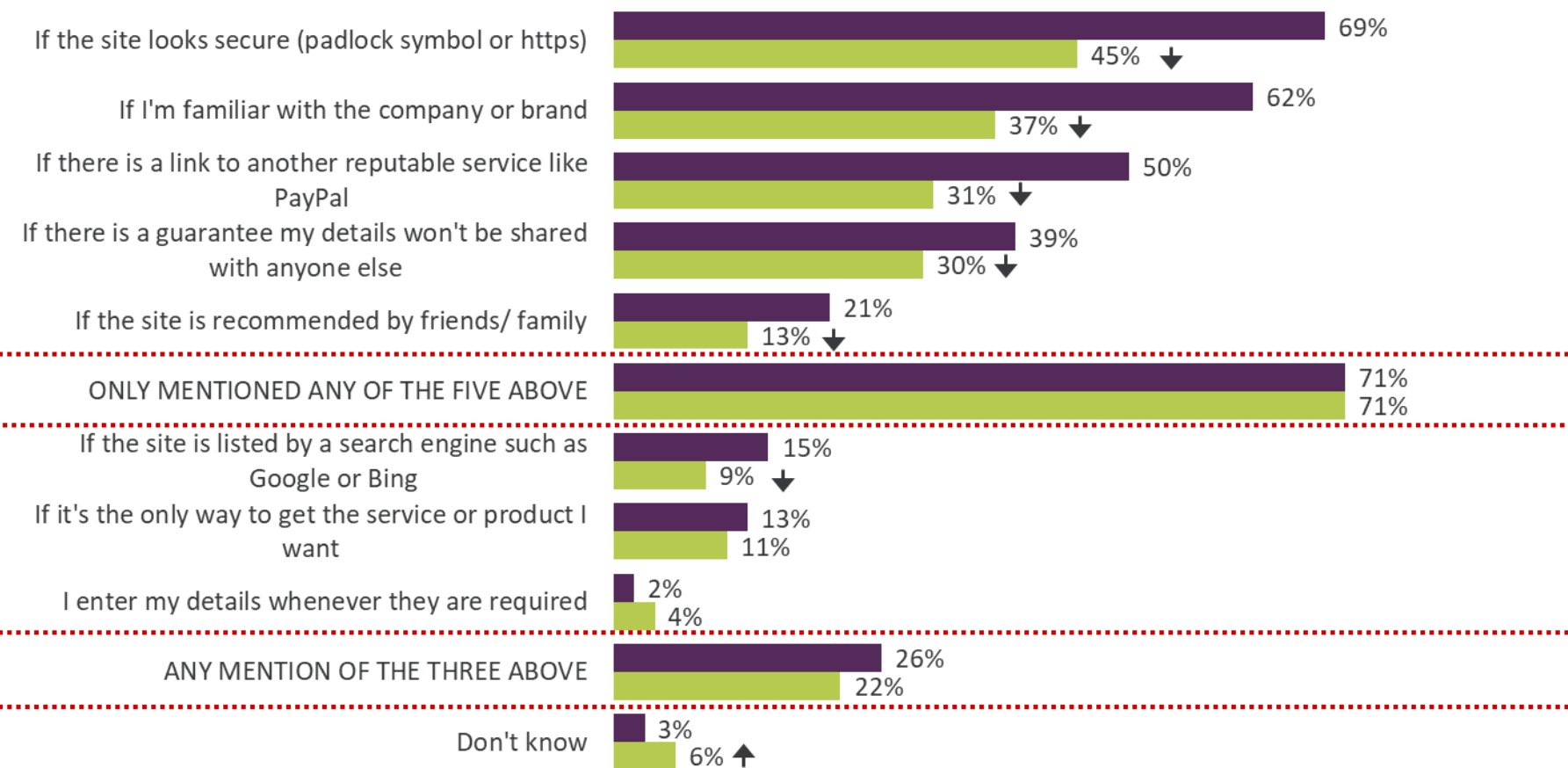
IN40. Lots of websites and apps now ask you to register your personal details with them, which if any of these things do you do before registering personal details online? I look to see...(multi-coded)

Base : All who say they purchase online, excluding those responding by post (2712 in 2020), narrow (801).

Arrows show significant differences (99% level) between narrow users and all internet users

Narrow users are less likely than average to make the different checks when making a purchase online.

Checks made when purchasing online before entering debit or credit card details, by breadth of use: 2020



Source: Ofcom Adult Media Literacy Tracker 2020

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see...(multi-coded)

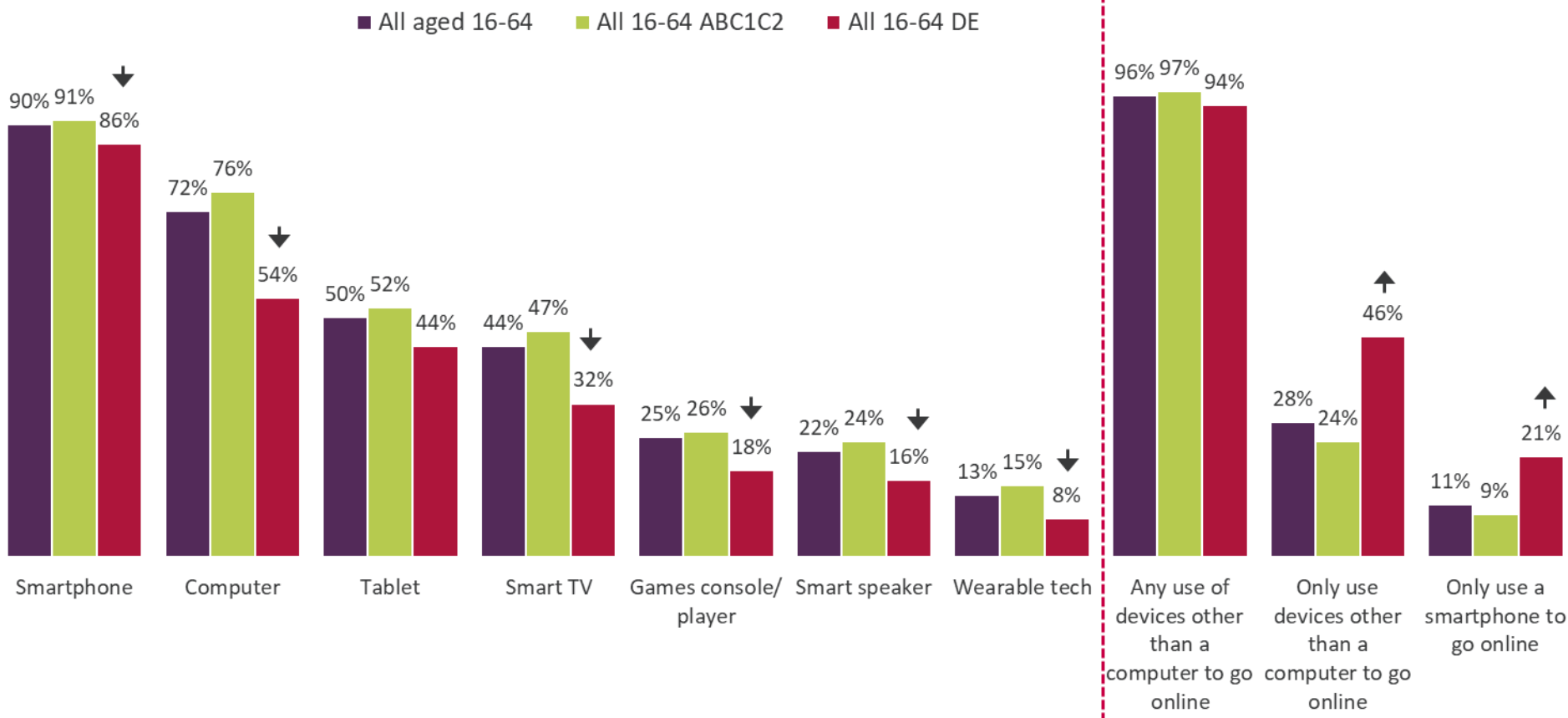
Base : All who say they purchase online, excluding those responding by post (2712 in 2020), narrow (748).

Arrows show significant differences (99% level) between narrow users and all internet users

Annex: Working age (16-64) analysis

One in five adults aged 16-64 in DE households only go online via a smartphone; twice as many as those in non-DE households.

Devices used to go online – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2020



Source: Ofcom Adult Media Literacy Tracker 2020

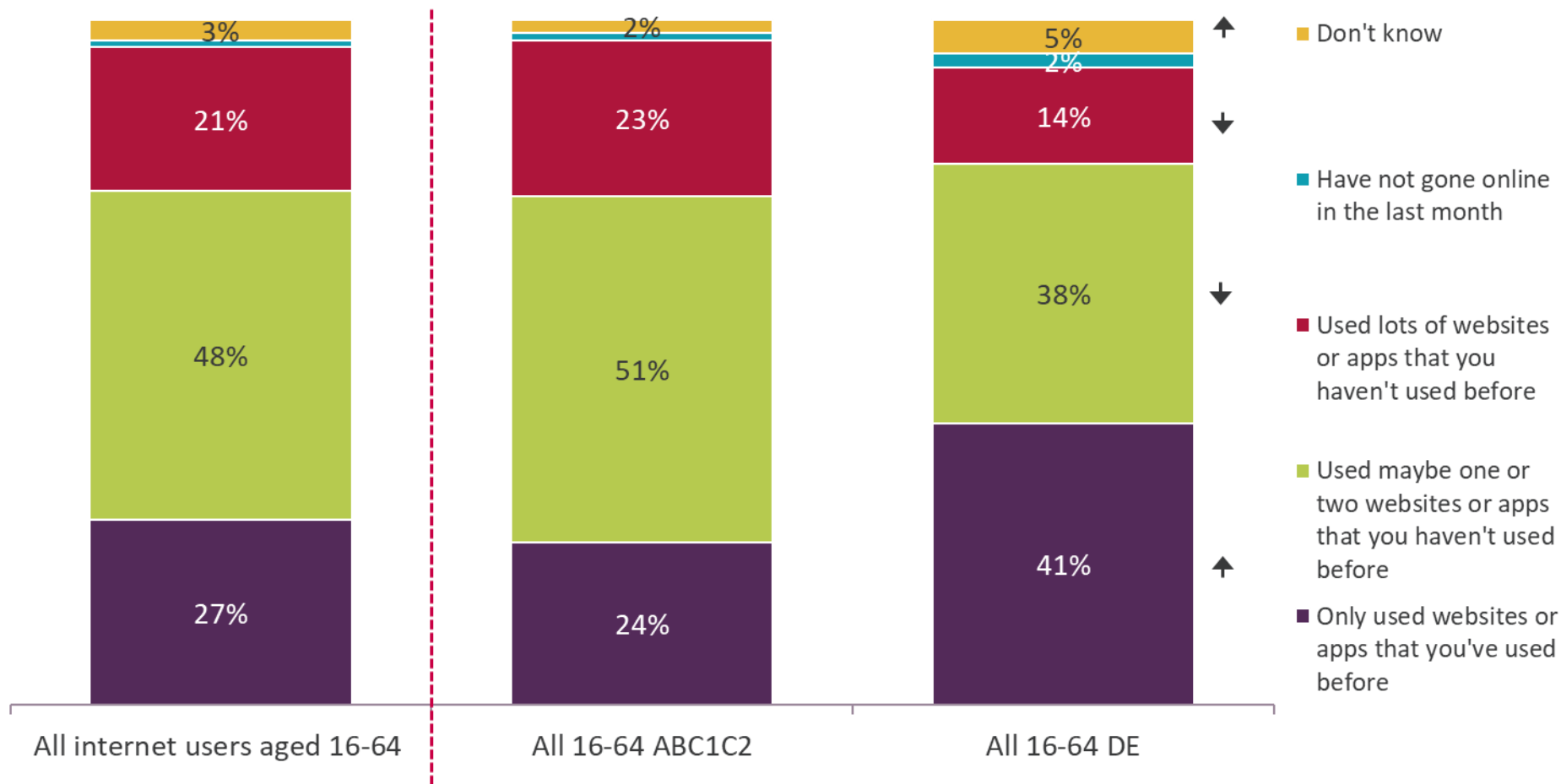
IN2A. Do you go online using any of these devices? (multi-coded)

Base: All adults aged 16-64 who go online (2156), all 16-64s in ABC1C2 households (1660), all 16-64s in DE households (460) - excluding those responding by post.

Arrows show significant differences (99% level) between 16-64s in DE households and 16-64s in ABC1C2 households

In the last month, two in five internet users aged 16-64 in DE households have only used sites and apps they have used before.

Use of websites or apps in the last month not used before – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2020



Source: Ofcom Adult Media Literacy Tracker 2020

IN12. In the last month, when you have gone online, have you (single coded)

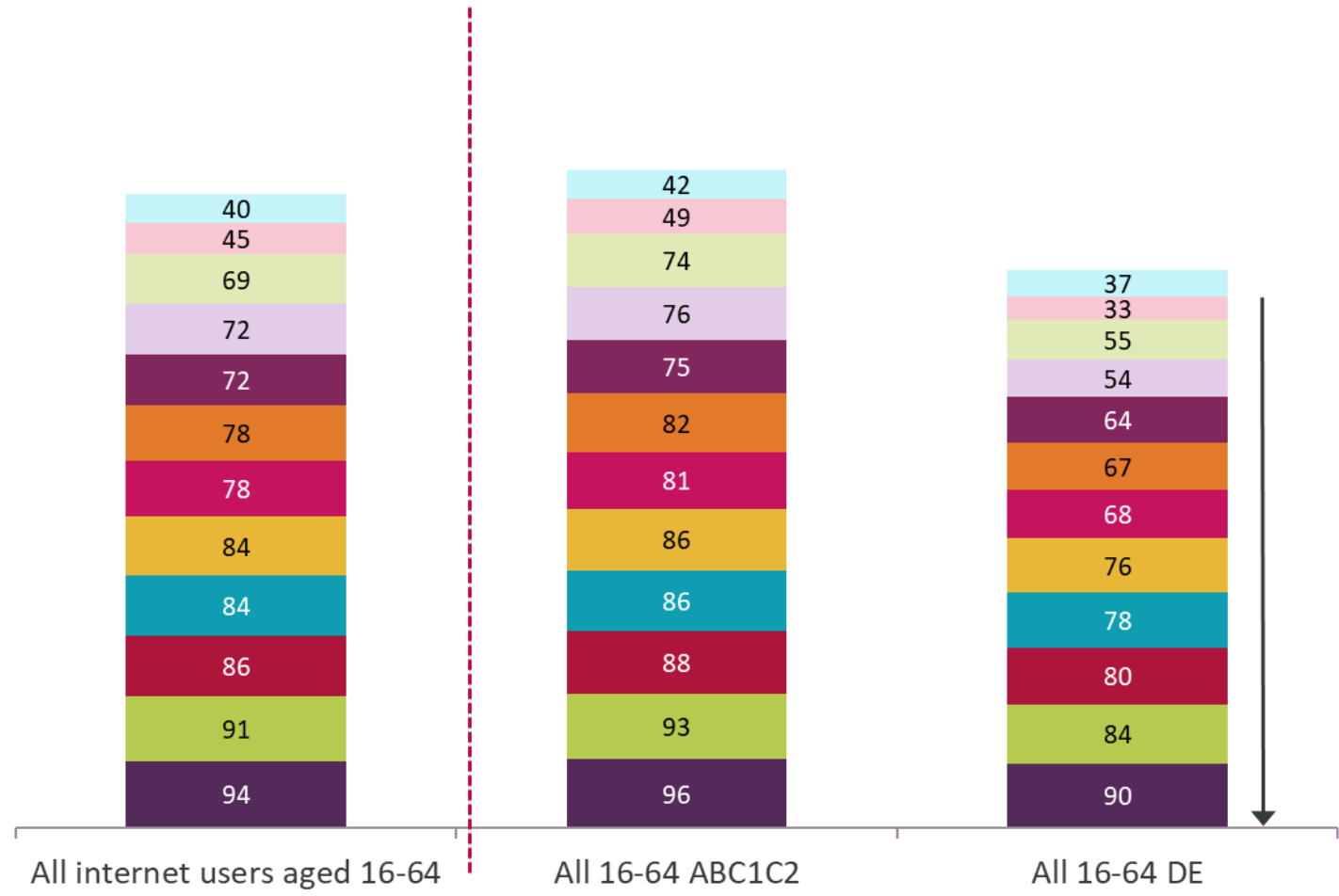
Base: All adults aged 16-64 who go online (2156), all 16-64s in ABC1C2 households (1660), all 16-64s in DE households (460) - excluding those responding by post.

Arrows show significant differences (99% level) between 16-64s in DE households and 16-64s in ABC1C2 households

16-64s in DE households are less likely than those others to have ever undertaken 11 of the 12 types of online activities.

Categories of use of the internet – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2020

- Playing games
- Civic
- News
- Radio/ audio services
- Watch short video clips
- Watch TV content
- Information
- Banking
- Transactions
- Government services
- Email
- Communications



Those of working age in DE households are less likely to say they are confident internet users compared to those in non-DE households.

Confidence as an internet user – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2020

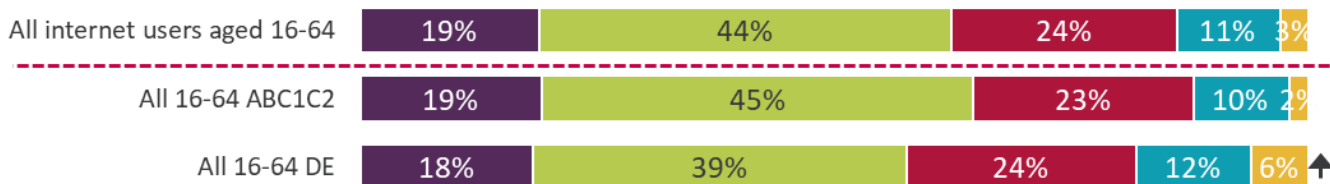
Overall how confident are you as an internet user?



When you see or read things online, how confident are you in knowing what is advertising and what is not?



How confident are you in knowing how to manage who has access to your personal data online?



■ Very confident ■ Fairly confident ■ Neither/ Don't know ■ Not very confident ■ Not at all confident

Source: Ofcom Adult Media Literacy Tracker 2020

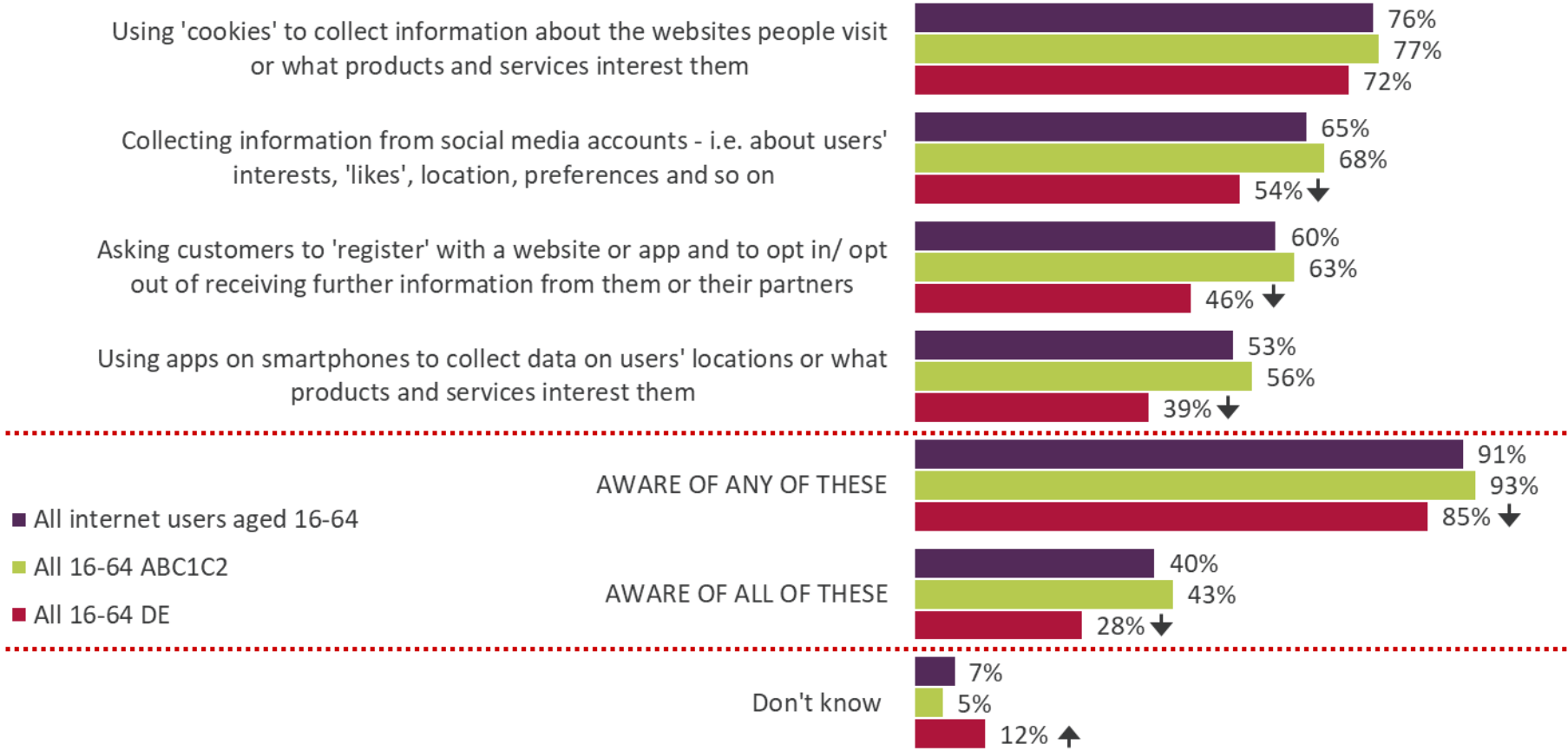
IN11A/C/D . Overall, how confident are you as an internet user? / How confident are you in knowing how to manage who has access to your personal data online? / When you see or read things online, how confident are you in recognising what is advertising and what is not?

Base: All adults aged 16-64 who go online (2156), all 16-64s in ABC1C2 households (1660), all 16-64s in DE households (460) - excluding those responding by post.

Arrows show significant differences (99% level) between 16-64s in DE households and 16-64s in ABC1C2 households

Adults of working age in DE households are less likely to be aware of most of the ways in which online companies may collect information about what they do online.

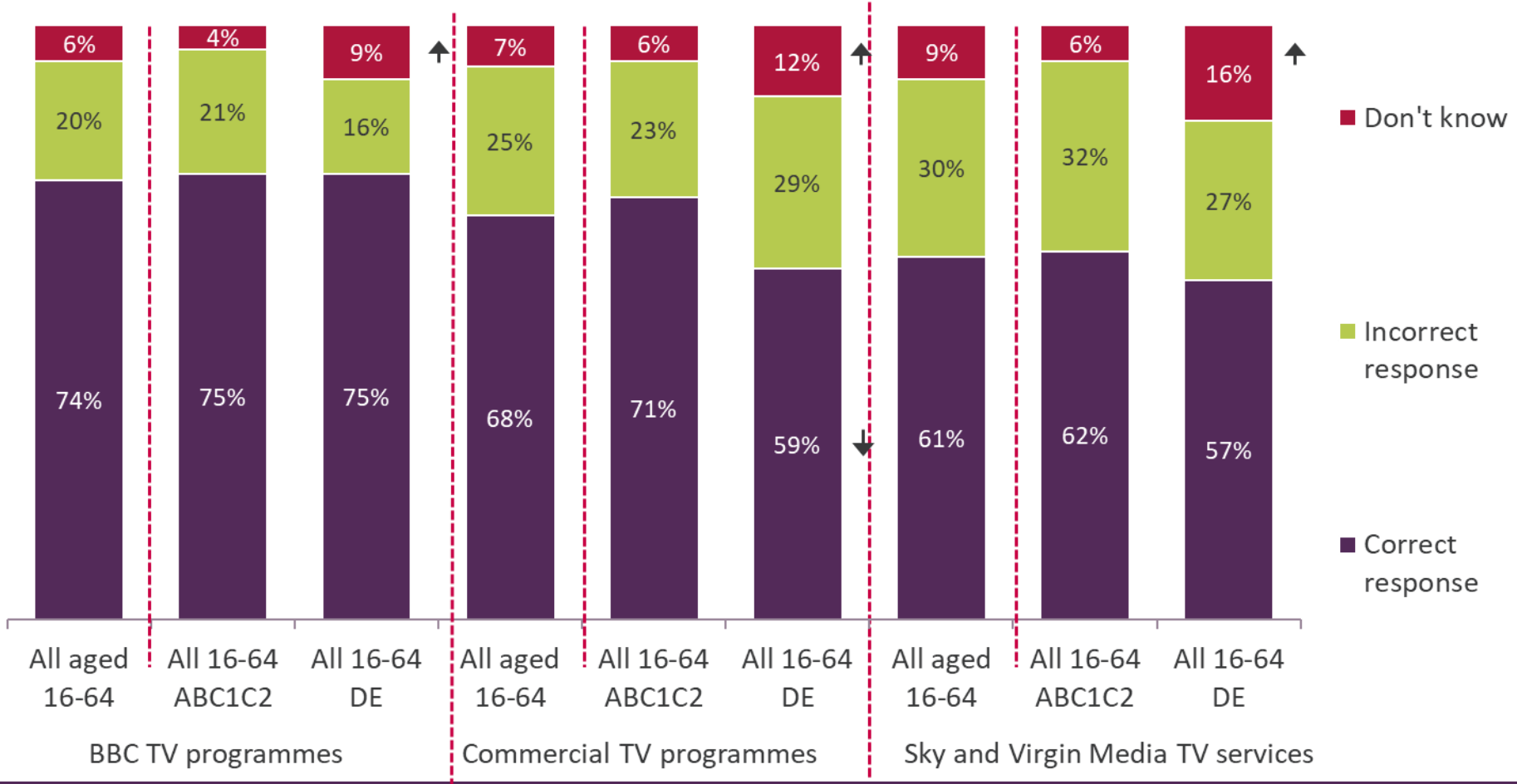
Awareness of ways in which online companies can collect internet users' personal information – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2020



Source: Ofcom Adult Media Literacy Tracker 2020
 IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? (multi-coded)
 Base: All adults aged 16-64 who go online (2156), all 16-64s in ABC1C2 households (1660), all 16-64s in DE households (460) - excluding those responding by post.
 Arrows show significant differences (99% level) between 16-64s in DE households and 16-64s in ABC1C2 households

Adults aged 16-64 in DE households are less likely to be aware of the main source of funding for commercial TV programmes.

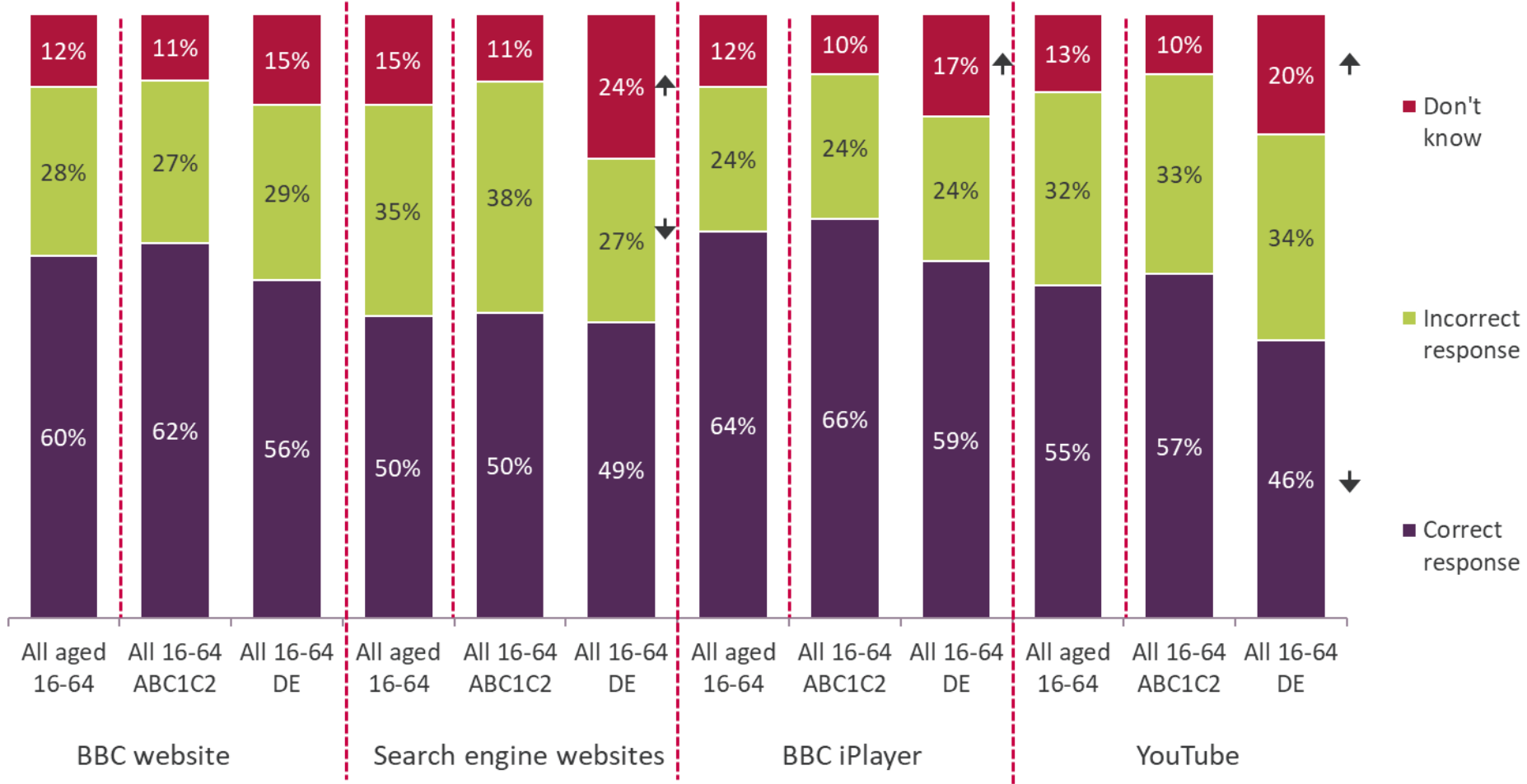
Awareness of how BBC TV/ commercial TV and Sky and Virgin Media TV services are mainly funded – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2020



Source: Ofcom Adult Media Literacy Tracker 2020
 T4/ T5/ T6. How would you say BBC TV programmes are mainly funded/ How would you say programmes are mainly funded on ITV, Channel 4 and Five?/ How is the Sky or Virgin Media TV service mainly funded? (single coded)
 Base: All adults aged 16-64 (2250), all 16-64s in ABC1C2 households (1699), all 16-64s in DE households (503) – including those responding by post that gave a response – bases vary by one or two respondents per question. Arrows show significant differences (99% level) between 16-64s in DE households and 16-64s in ABC1C2 households

Adults aged 16-64 in DE households are more likely to be unsure of the main source of funding for certain websites or online services.

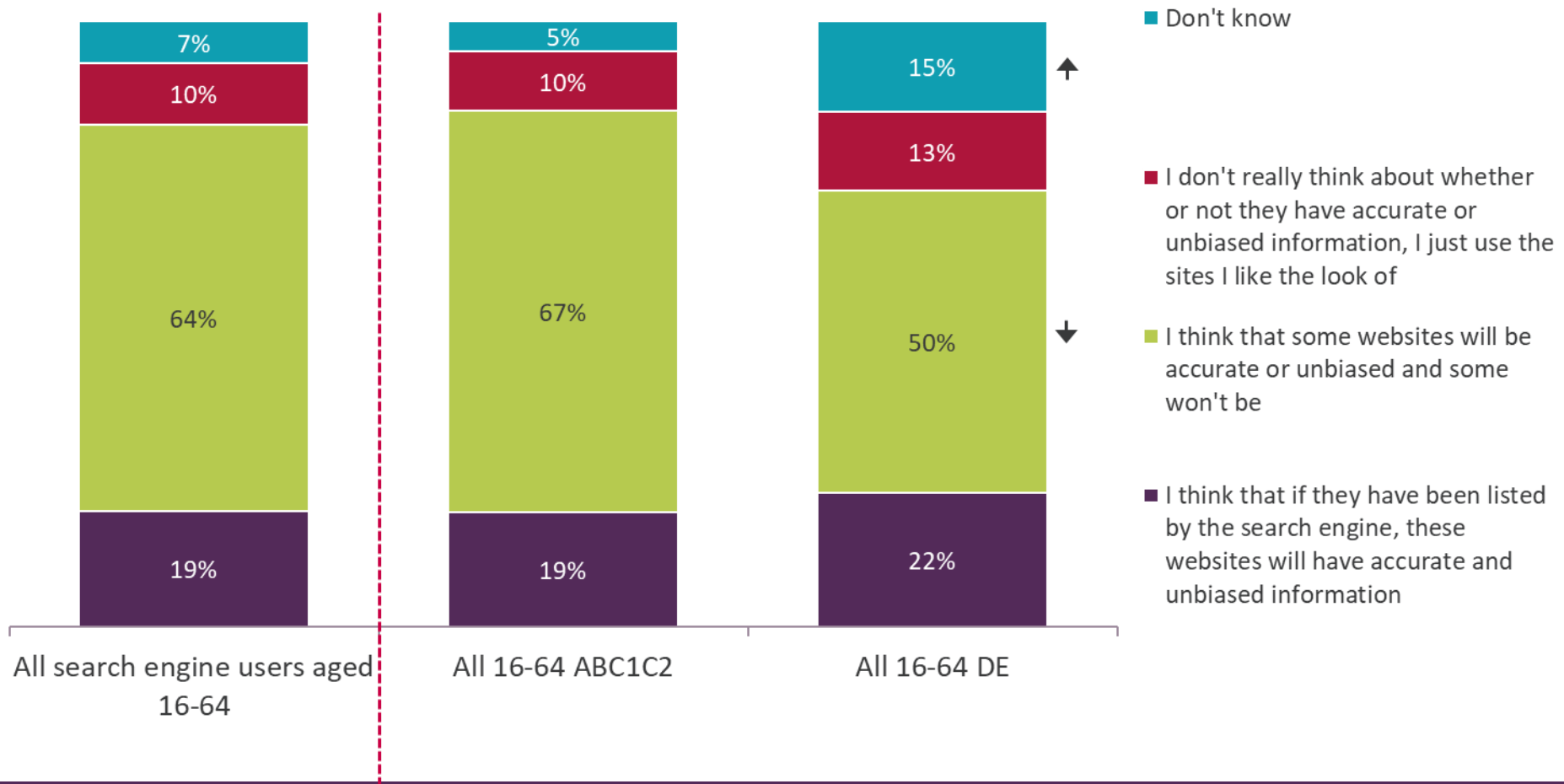
Awareness of how websites or online services are funded – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2020



Source: Ofcom Adult Media Literacy Tracker 2020
 IN31/ IN32 /IN33/ IN34. How do you think the BBC’s website is mainly funded/ How do you think search engine websites such as Google or Bing are mainly funded?/ How do you think the BBC’s iPlayer service is mainly funded / How do you think YouTube is mainly funded? (single coded)
 Base: All adults aged 16-64 (2250), all 16-64s in ABC1C2 households (1699), all 16-64s in DE households (503) – including those responding by post that gave a response – bases vary by one or two respondents per question. Arrows show significant differences (99% level) between 16-64s in DE households and 16-64s in ABC1C2 households

Half of adult search engine users aged 16-64 in DE households understand how search engines work, however, this is lower than those in non-DE households.

Opinions on search engine accuracy – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2020



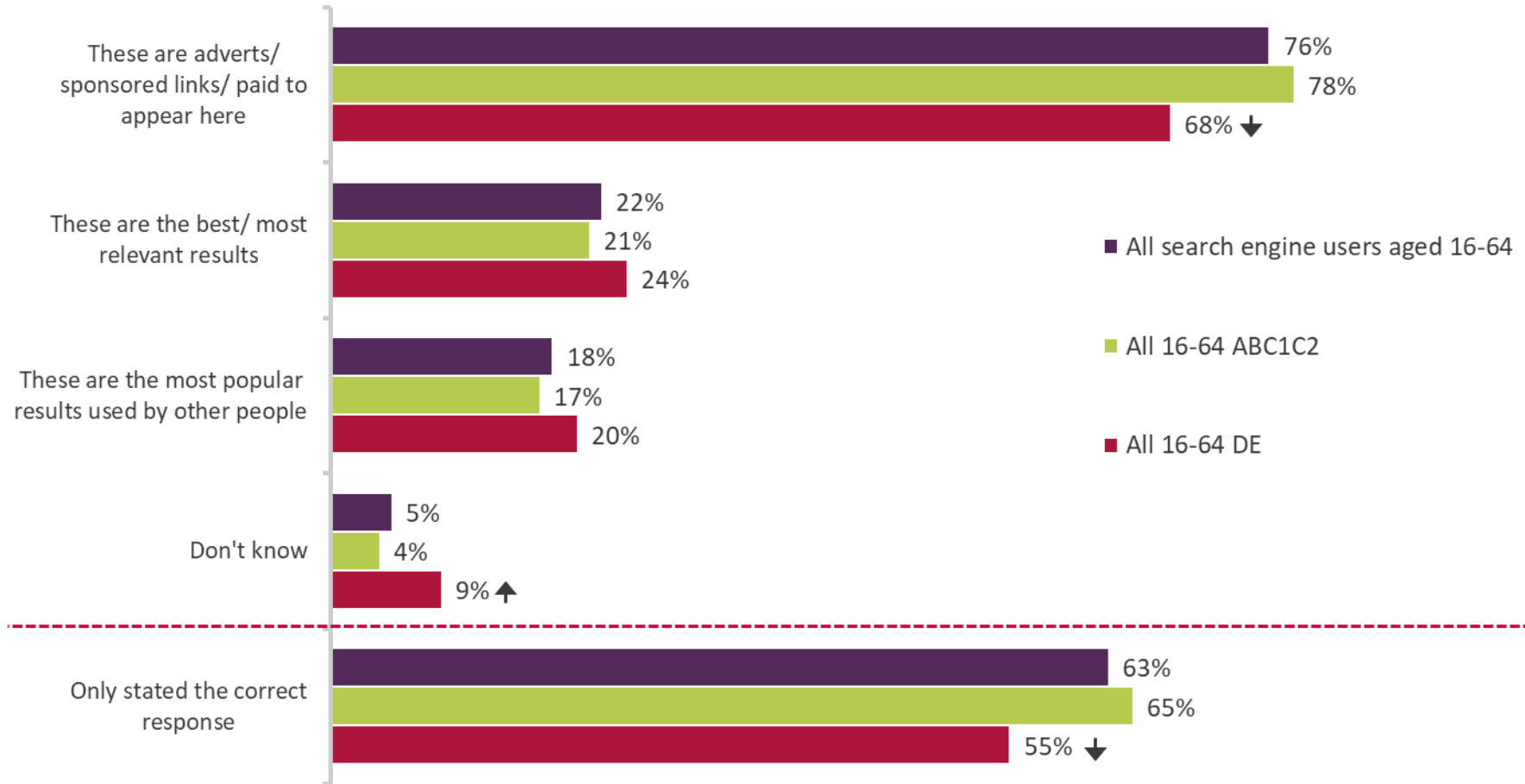
Source: Ofcom Adult Media Literacy Tracker 2020

IN46. When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (single coded).

Base: All adults aged 16-64 who have used a search engine in the last year (2027), all 16-64s in ABC1C2 households (1586), all 16-64s in DE households (413) – excluding those responding by post. Arrows show significant differences (99% level) between 16-64s in DE households and 16-64s in ABC1C2 households

Search engine users of working age in DE households are less likely than those in non-DE households to be able to identify sponsored links in search engine results.

Understanding of paid-for results returned by Google searches – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2020

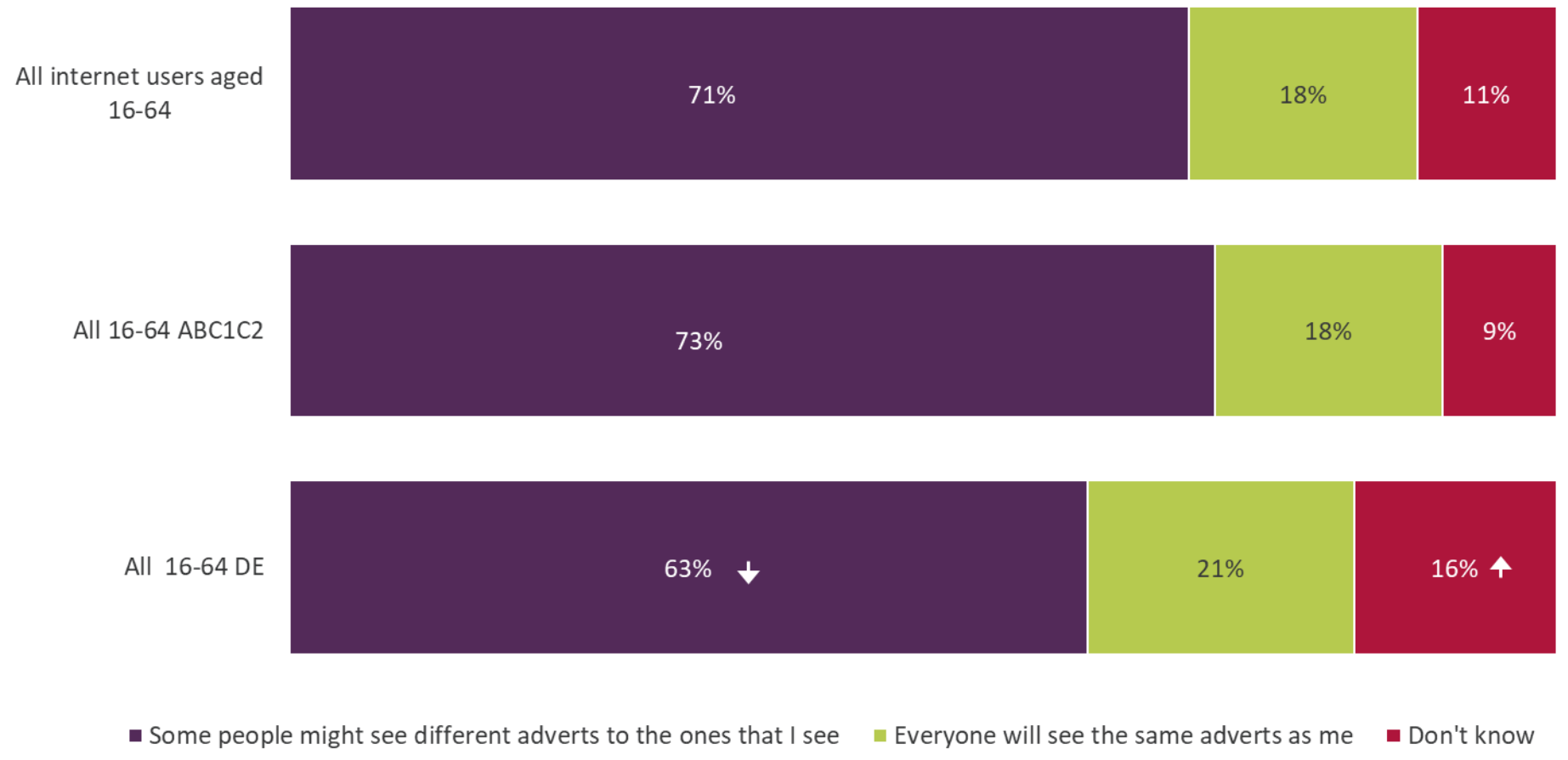


Source: Ofcom Adult Media Literacy Tracker 2020
 IN47. Here's an image from a Google search for 'walking boots'. Do any of these apply to the first four results that are listed on the left? (multi-coded).
 Base: All adults aged 16-64 who have used a search engine in the last year (2027), all 16-64s in ABC1C2 households (1586), all 16-64s in DE households (413) – excluding those responding by post. Arrows show significant differences (99% level) between 16-64s in DE households and 16-64s in ABC1C2 households



Internet users aged 16-64 in DE households are less likely than those in non-DE households to be aware of personalised advertising.

Awareness of personalised online advertising – aged 16-64 ABC1C2 vs. aged 16-64 DE: 2020



Source: Ofcom Adult Media Literacy Tracker 2020
 IN48. When someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising you can see? (single coded).
 Base: All adults aged 16-64 who go online (2156), all 16-64s in ABC1C2 households (1660), all 16-64s in DE households (460)

Arrows show significant differences (99% level) between 16-64s in DE households and 16-64s in ABC1C2 households

Adults' Media Use and Attitudes Report 2020/21

Produced by: Critical Research

Fieldwork: October 2020 to January 2021